



Enchant

Your Readers

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The 3 Keys to
Enchant Readers
for Meaningful Impact

The Inky Bookwurm,
Gina Kammer
Dragon | Book Coach | Editor

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3 kEys x 3 Phases



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To enchant readers

you need to...

- set the right promises

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To enchant readers

you need to...

- set the right promises
- make readers care

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To enchant readers

you need to...

- set the right promises
- make readers care
- create a vicarious experience

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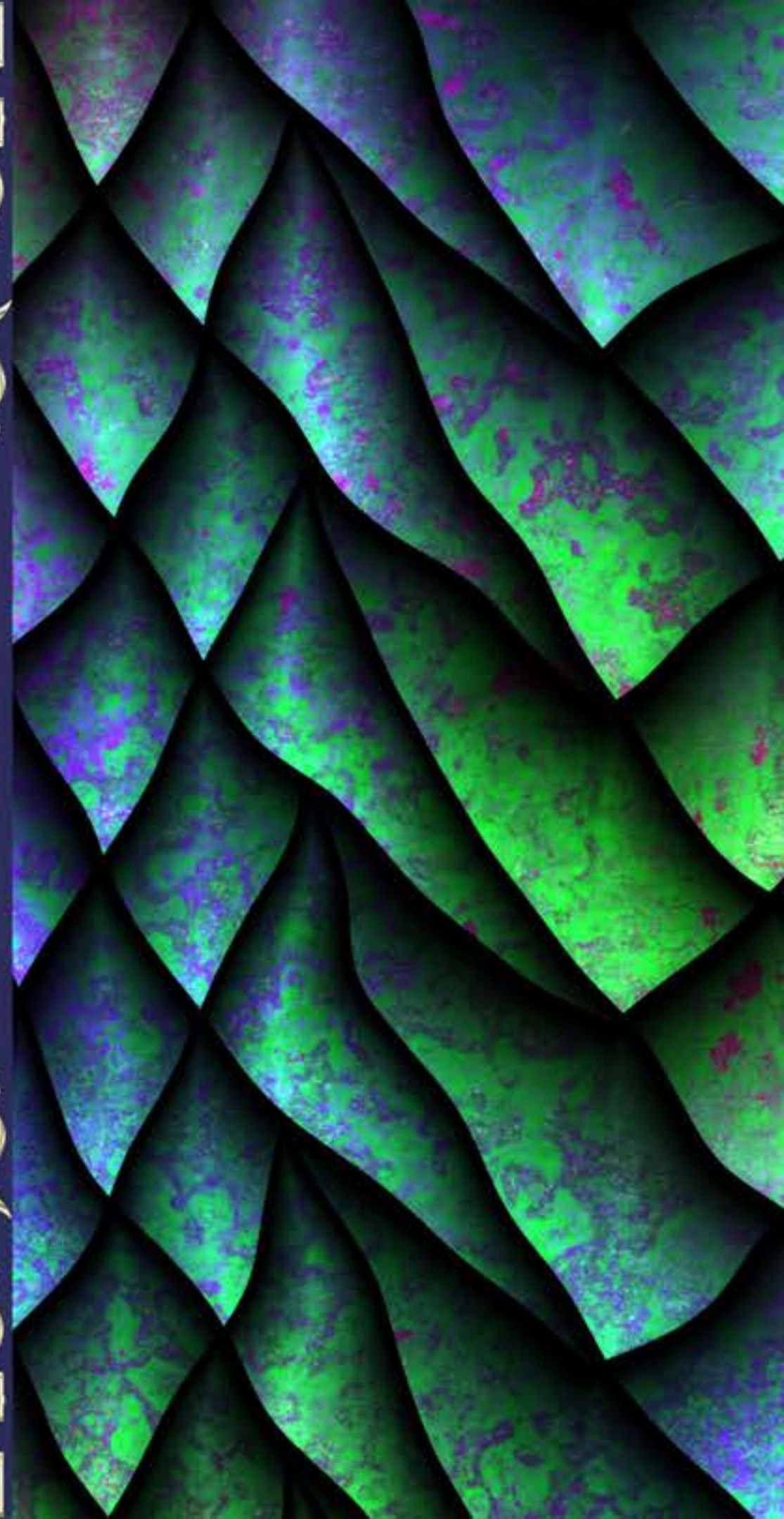


This is for you!

If you would like...

- a better grasp on where your story is going

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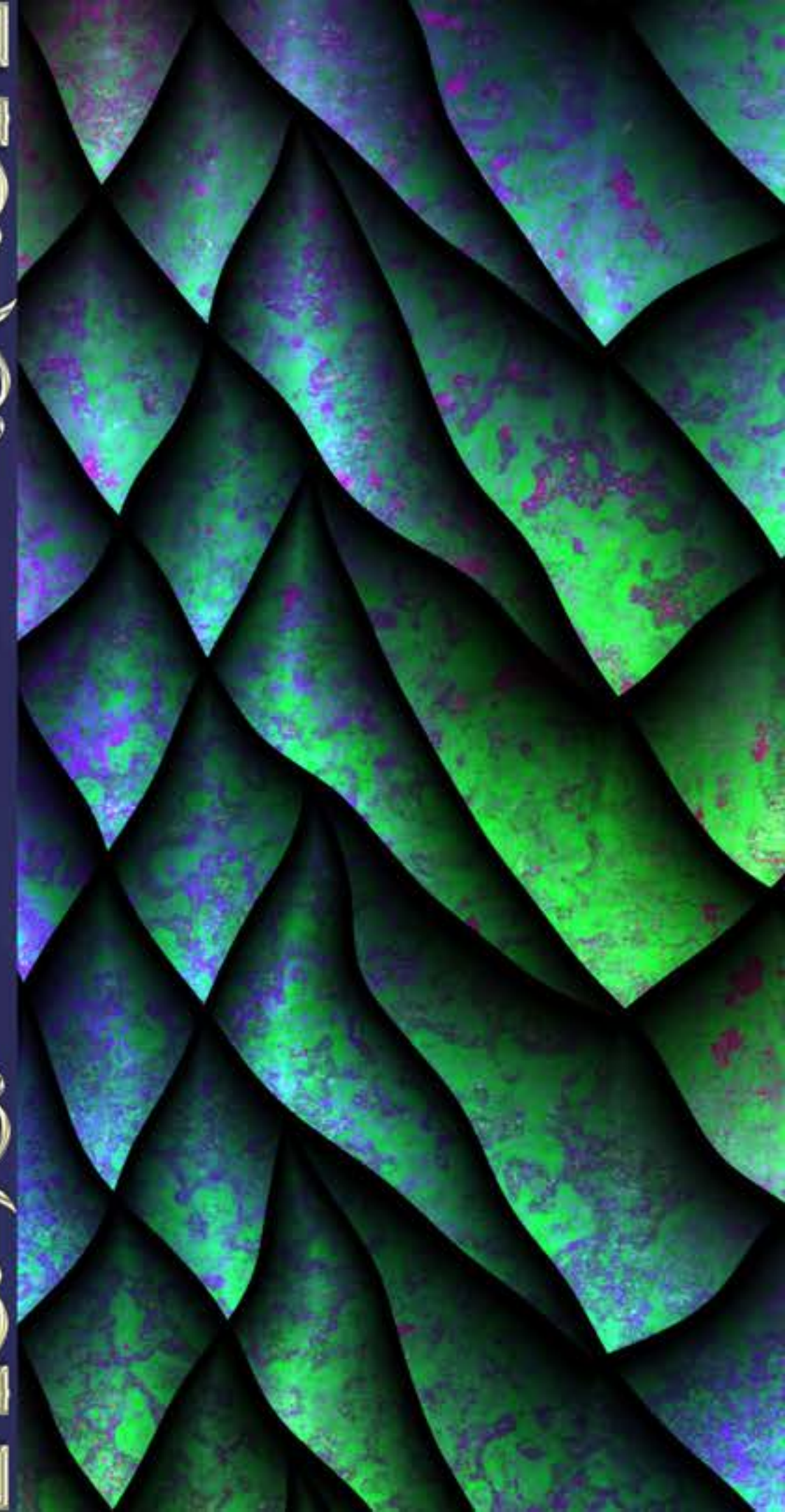


This is for you!

If you would like...

- a better grasp on where your story is going
- to know what to do with your draft

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This is for you!

If you would like...

- a better grasp on where your story is going
- to know what to do with your draft
- steps to revise for reader connection

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You just want...

to share your story

and

inspire your readers



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Enchant

Your Readers

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Enchant Your Readers



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Meet Jeff.

Jeff had queried his middle-grade novel and received partial requests from agents to read more of his manuscript.

Jeff Maxim

Middle-Grade Fantasy Author

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But they all ended in rejections.

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So Jeff reached out for help.

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He had received feedback that his story wasn't connecting as well as the agents had hoped.

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And when I read his work, I understood why...

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I absolutely loved his story. But he was holding readers at arm's length from *feeling* it.

And it felt like he was rushing to get to the “good stuff.”

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But we can't skip our way to the good stuff. All of the stuff has to be the *good stuff.* So relish in every scene.

These other scenes right here? *This* is the story.
This is the good stuff.

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Jeff Maxim

Middle-Grade Fantasy Author

“Before working with Gina, I felt like I didn’t know what I didn’t know. Gina’s input helped me understand why my story wasn’t connecting with agents, and the feedback she provided was clear and actionable.”

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Jeff Maxim

Middle-Grade Fantasy Author

“Instead of hacking my way through the jungle of self-editing, Gina has helped provide a clear path to improving my story. . . . The story will have a depth and emotional heft that it was lacking before.”

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Enchant Your Readers

Save the steps from this session!

Workbook Download Coming Up!

EnchantYourReaders.com/guide



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3 kEys to Reader Enchantment

- The kEys: An Origin Story
- Introduction to the kEys
- First Key: Lesson 1
- Second Key: Lesson 2
- Third Key: Lesson 3
- Q&A

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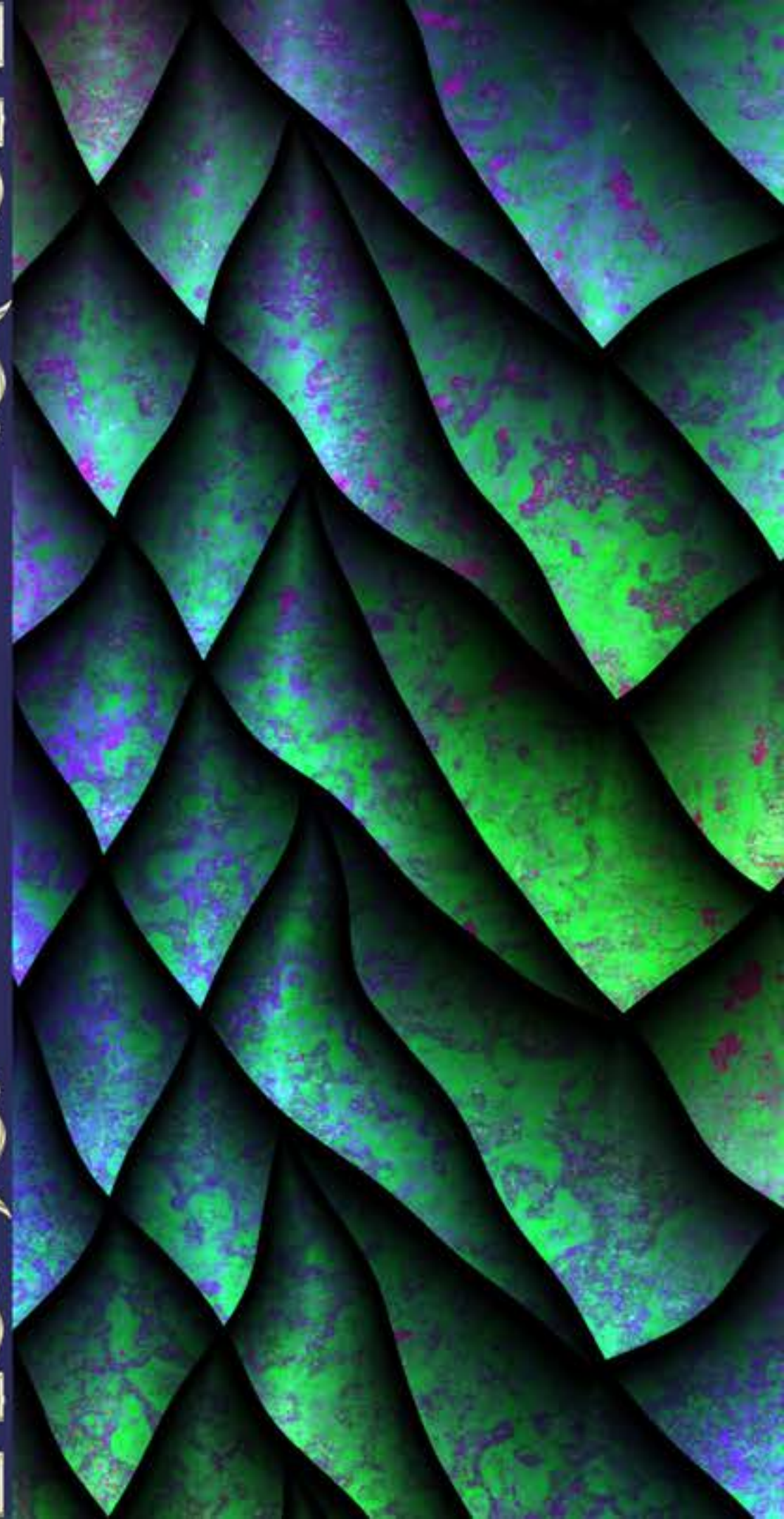




I'll spare my sister



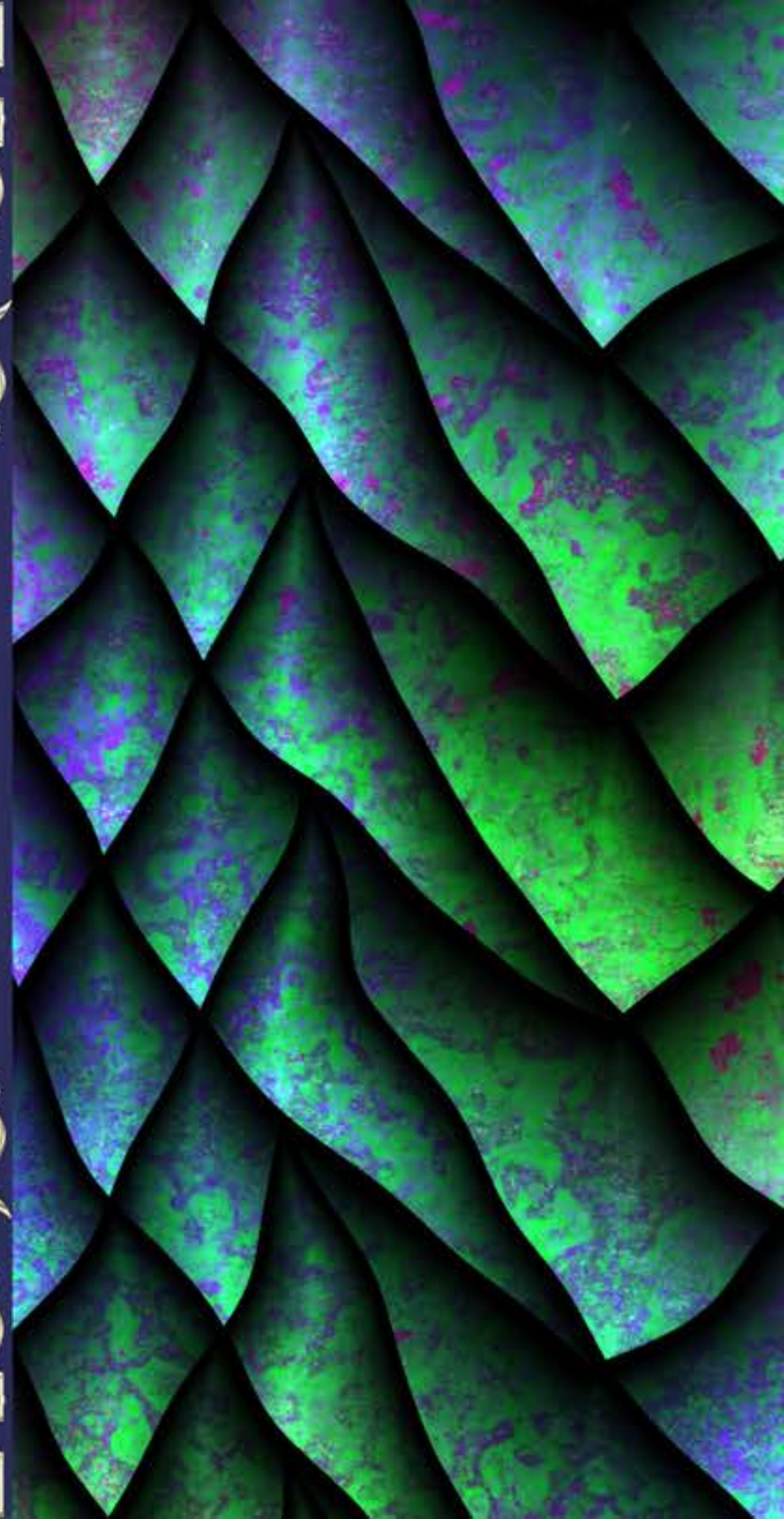
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Moody senior pic



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Trifecta of Story Elements



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Trifecta of Story Elements



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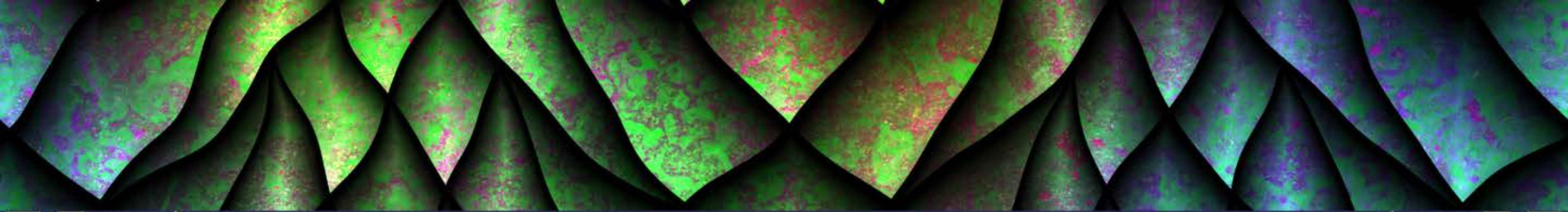
Internal Character Arc

Act 1

Act 2

Act 3





Drawing from so much inspiration!



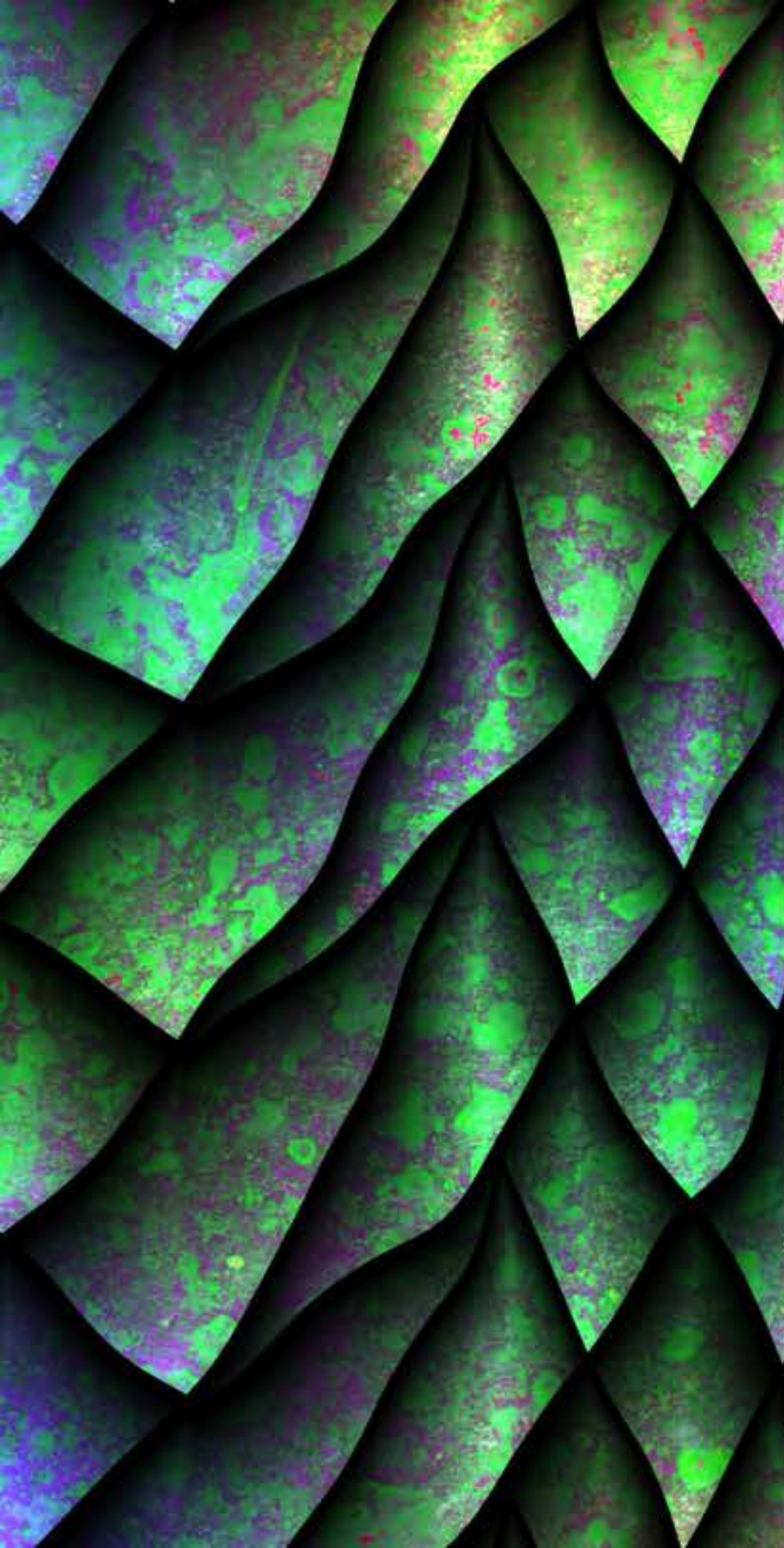
cosplay

traveling

theater

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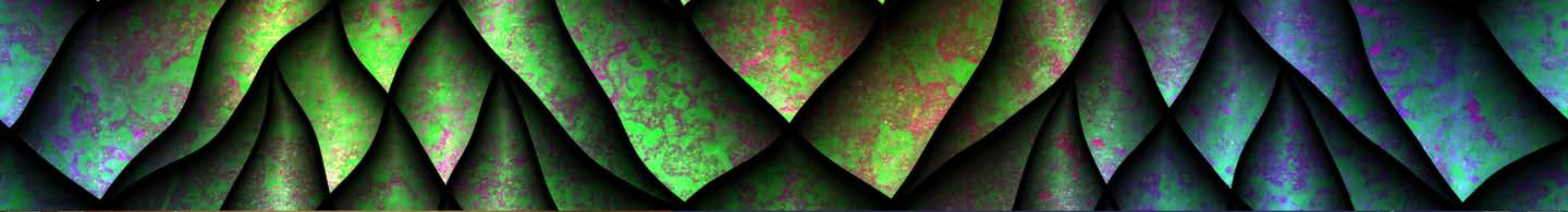
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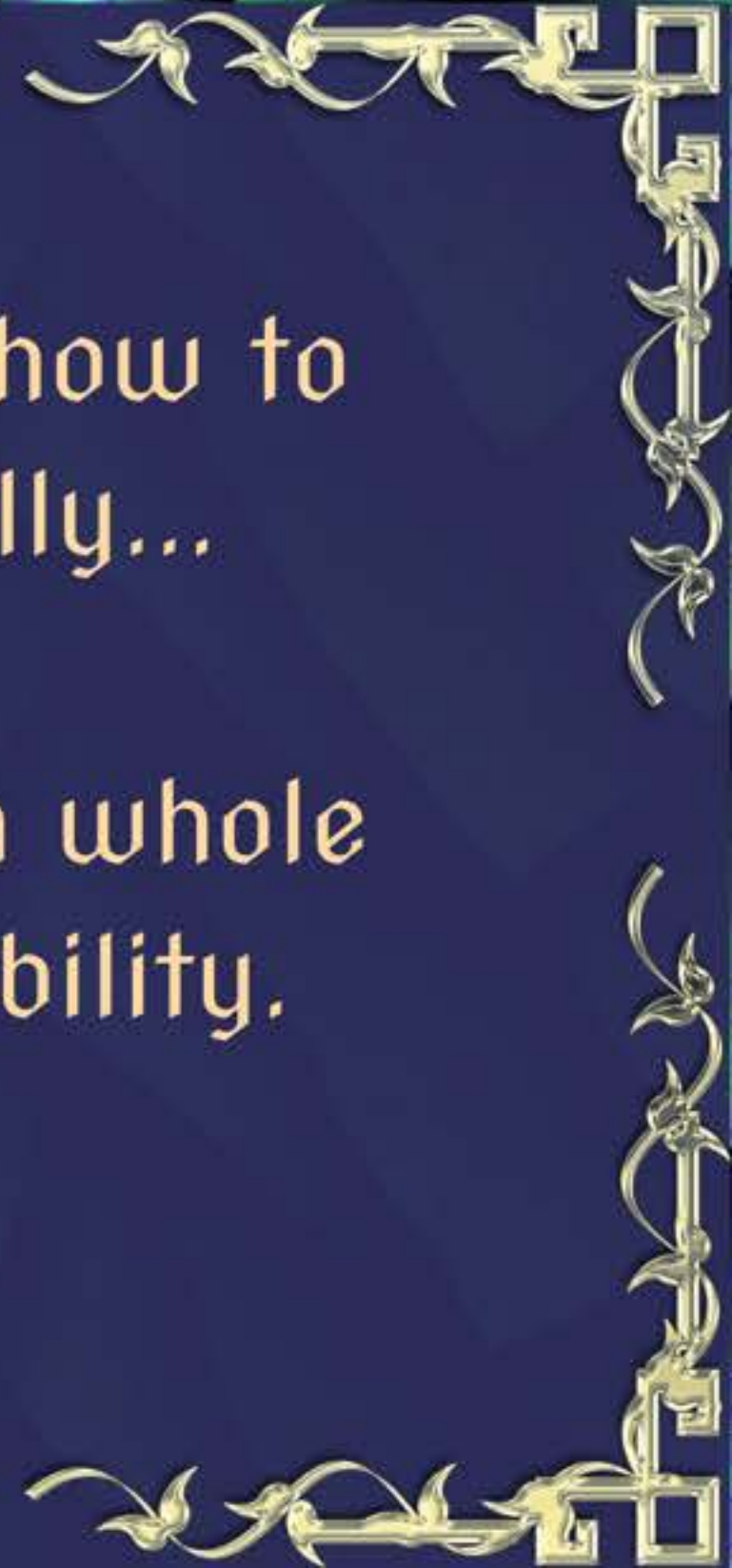
Dashed expectations

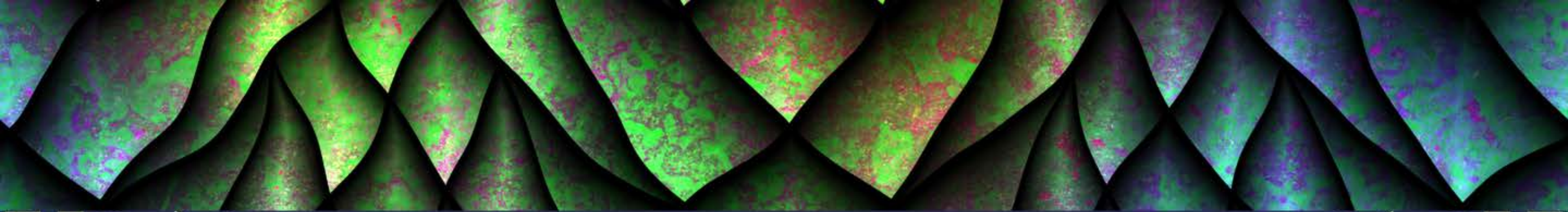


School teaches us how to
write academically...

Not how to revise a whole
novel for marketability.

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I wasn't GOOD ENOUGH to write my dream novel.

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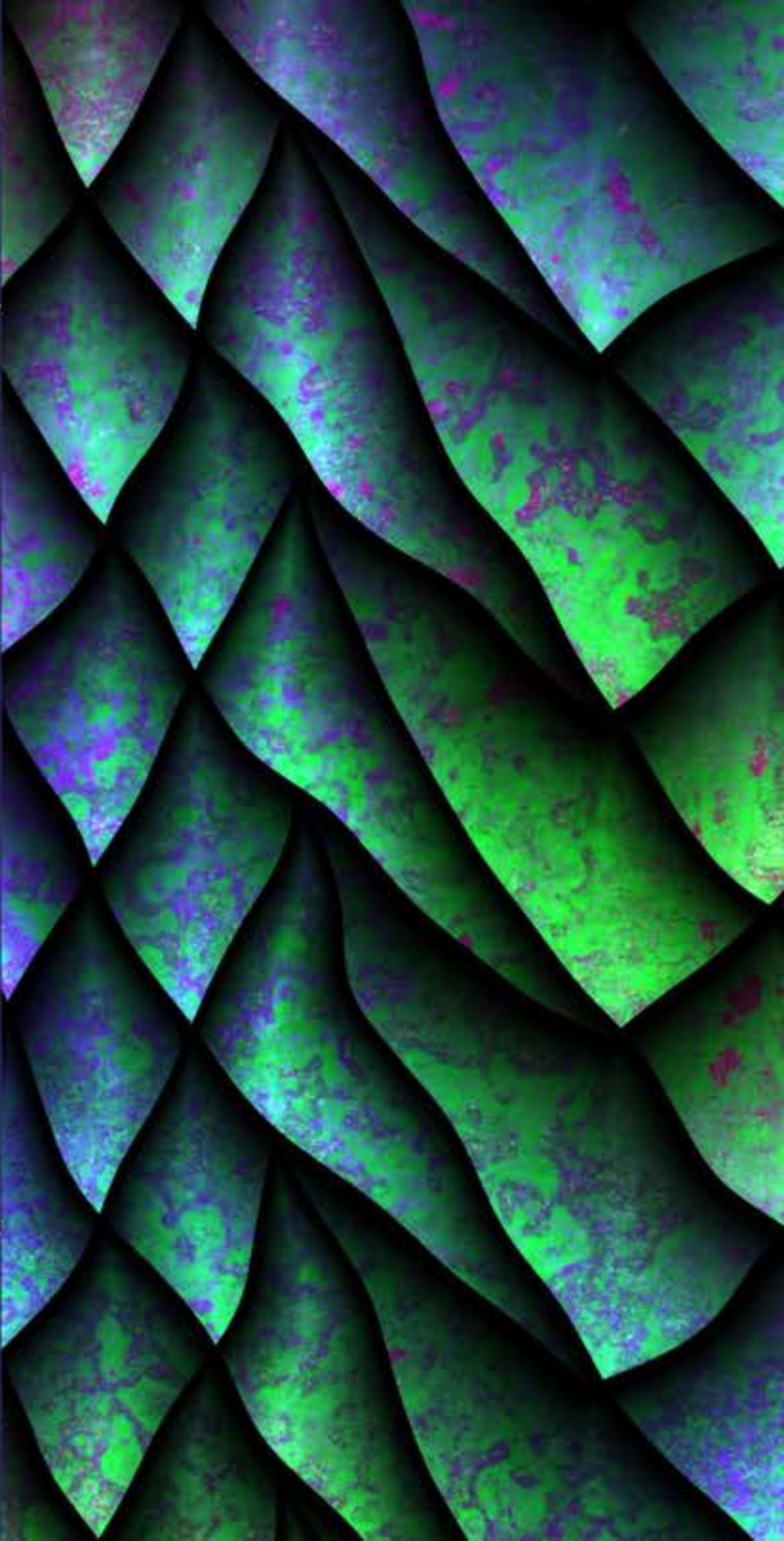




Yes. I'm
quirky . . . and
professional!



Cubicle days



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In-House Editing Years



Office Halloween



unboxing my books



*finding my work in
the wild*

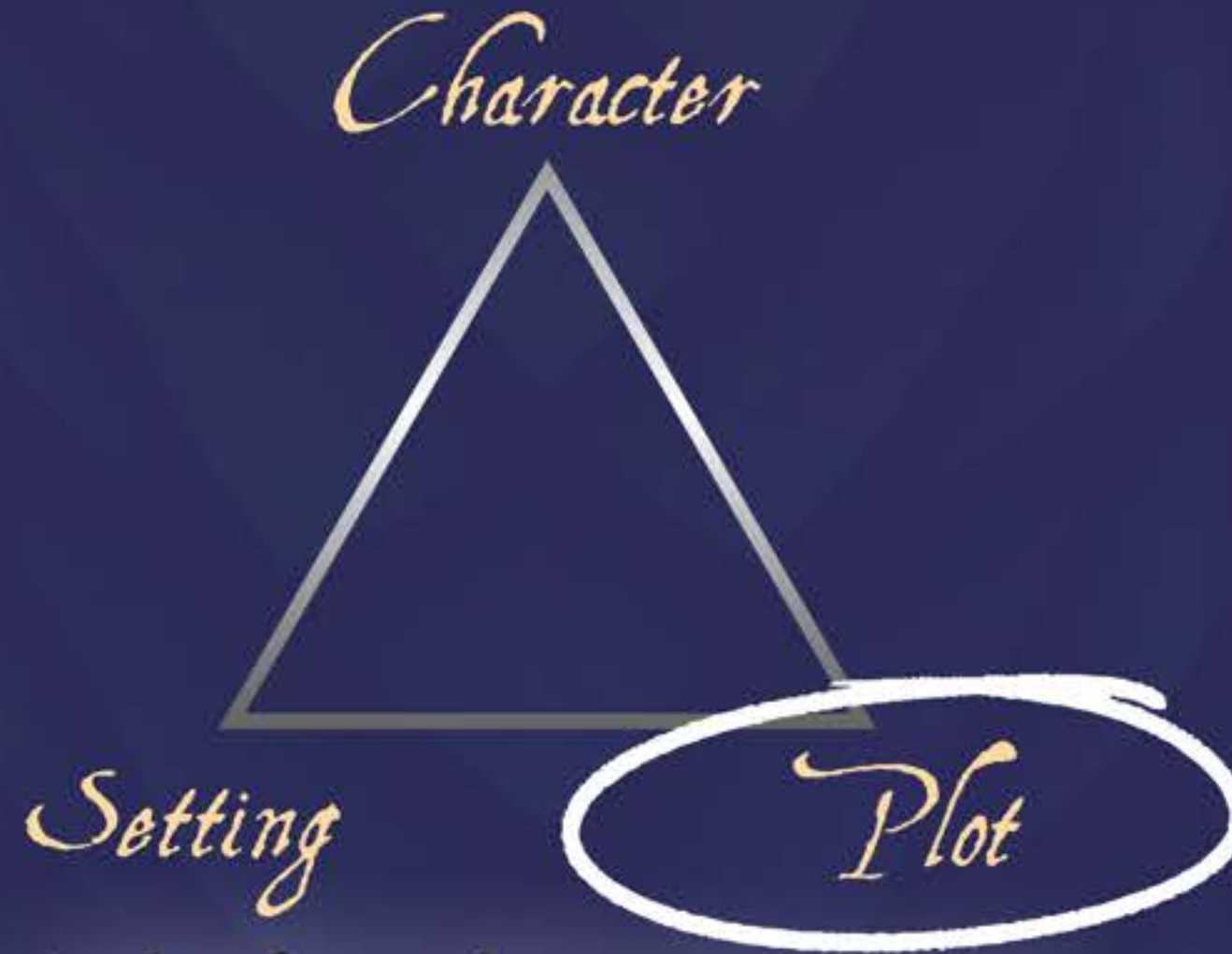


*WW dress to
tolerate meetings*



World Book Day

Trifecta of Story Elements



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Brain Science + Story Elements + Industry Insights=



3 kEys to Reader Enchantment

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Finally!



Spell for a Story Enchantment

3 kEys to Reader Enchantment

- Expectations*: Set and fulfill the right promises for you and your readers.
- Enlightenment*: Find your purpose and unlock knowledge for readers.
- Experiences*: Open portals to worlds and emotions.

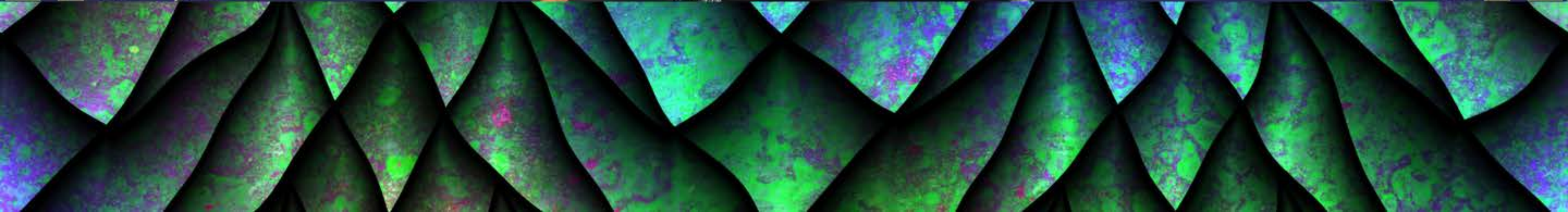
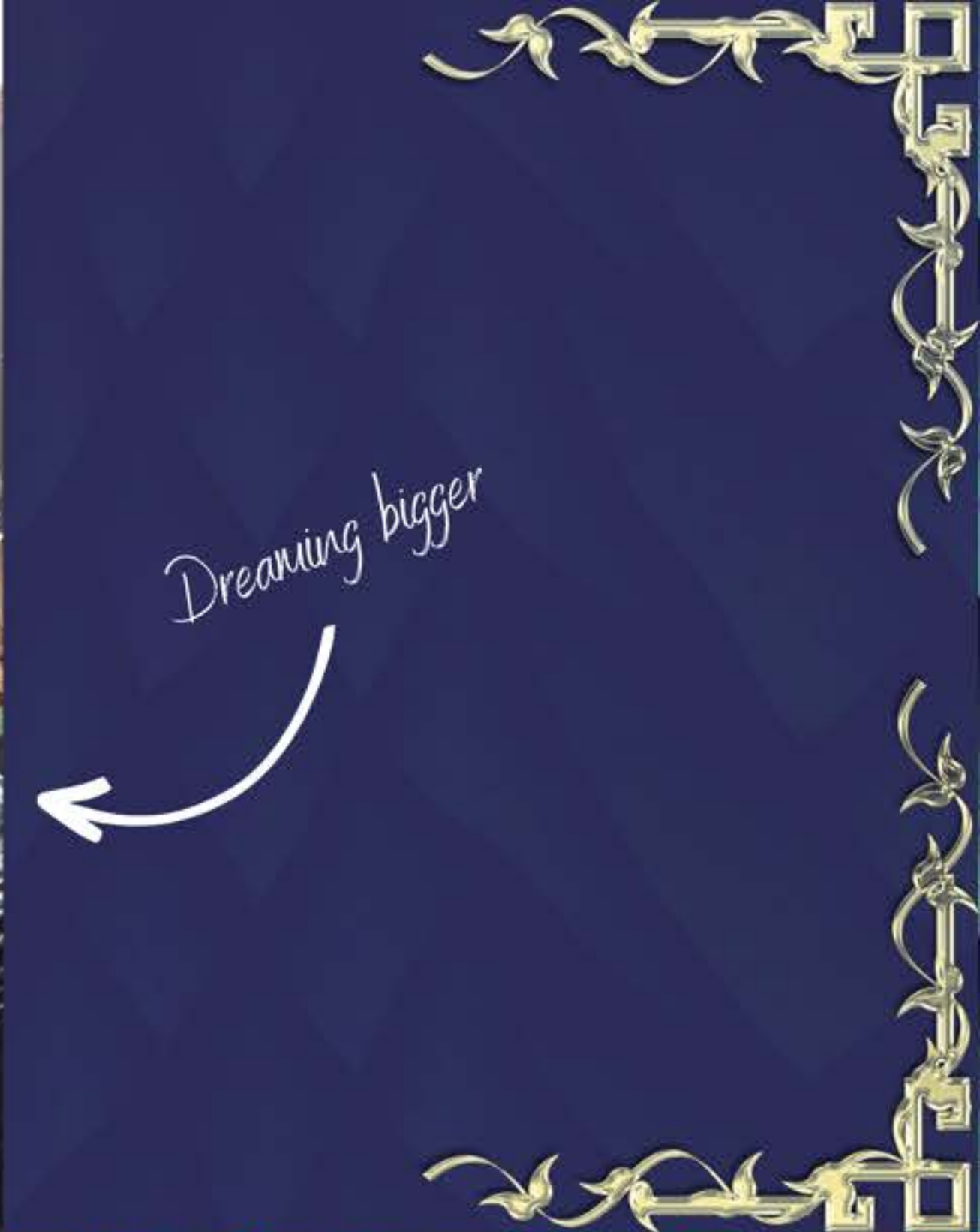
You tell the key.

An effective story spell first requires the power and knowledge of the word wizard.

x 3 Phases

Planning	Drafting	Revising
<i>Return success to set goals and discover your why</i> <i>Learn the craft to boost confidence</i> <i>Outline a solid story with guidance</i>	<i>Clarify your market, genre, and structure to set the right promises</i> <i>Write from your story's meaningful core for impact</i> <i>Create a connection on the page</i>	<i>Check alignment with readers so your story fulfills its promises</i> <i>Understand how to take in feedback for a stronger story</i> <i>Revise in manageable layers</i>
Author	Story	Reader

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craft books

plotting methods

character interviews

college writing courses

writing groups

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craft books

plotting methods

character interviews

college writing courses

writing groups

but no direction

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craft books

plotting methods

character interviews

college writing courses

writing groups

too subjective

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craft advice ≠ understanding how to apply it to your story

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Solution: a method to understand what to do with the craft advice ...

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Solution: a method to understand what to do with the craft advice ...

and WHEN and HOW to implement it in your story

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Rodger Rak

Adult Sci-Fi Author

“I had read several books and taken a couple of canned online courses on various aspects of writing. Live interaction with a writing coach clarified much of what I had learned previously with “real world” application of these principals. Similar to how an internship focuses prior book/classroom learning.”

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3 KEYS to Reader Enchantment

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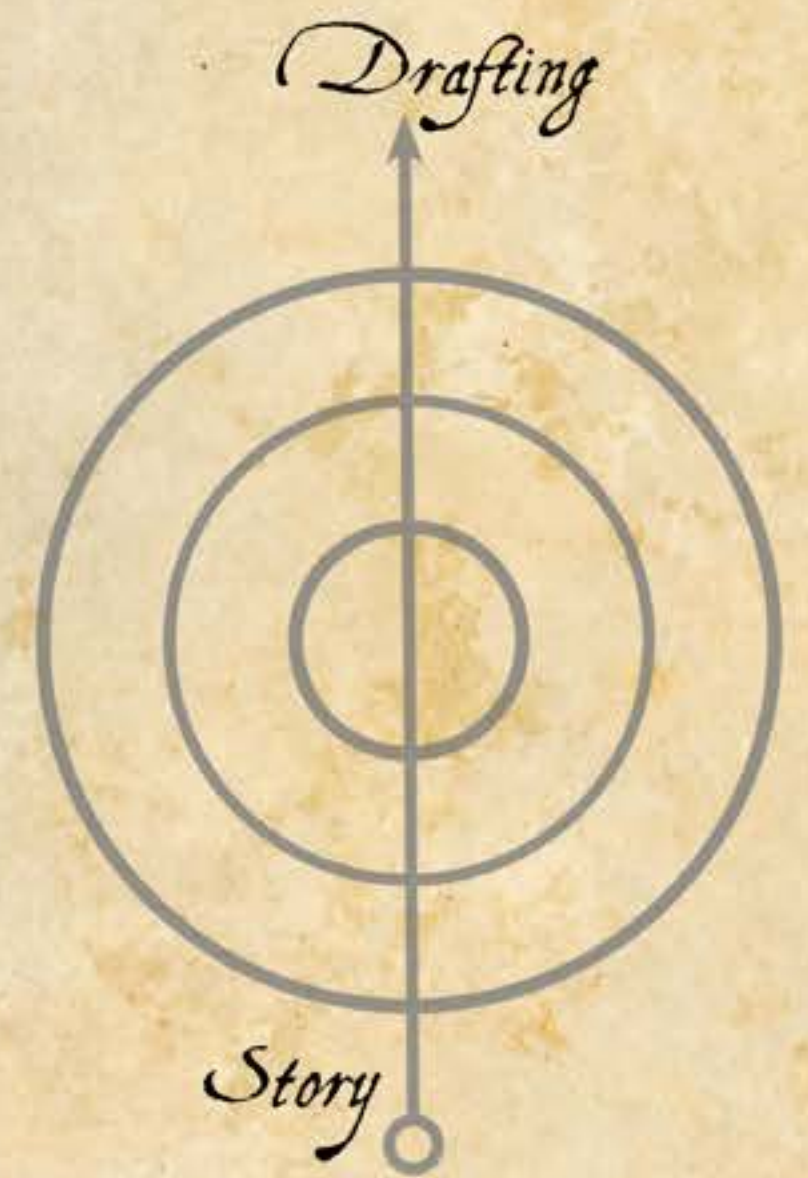
3 kEys x 3 Phases



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3 kEys x 3 Phases



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3 kEys x 3 Phases

Planning

Drafting

Revising



Author



Story



Reader

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3 kEys x 3 Phases

Planning

Drafting

Revising



Author



Story



Reader

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The 3 Keys to
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for Meaningful Impact

ACTION GUIDE



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3 kEys to Reader Echantment

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3 kEys to Reader Enchantment

Expectations

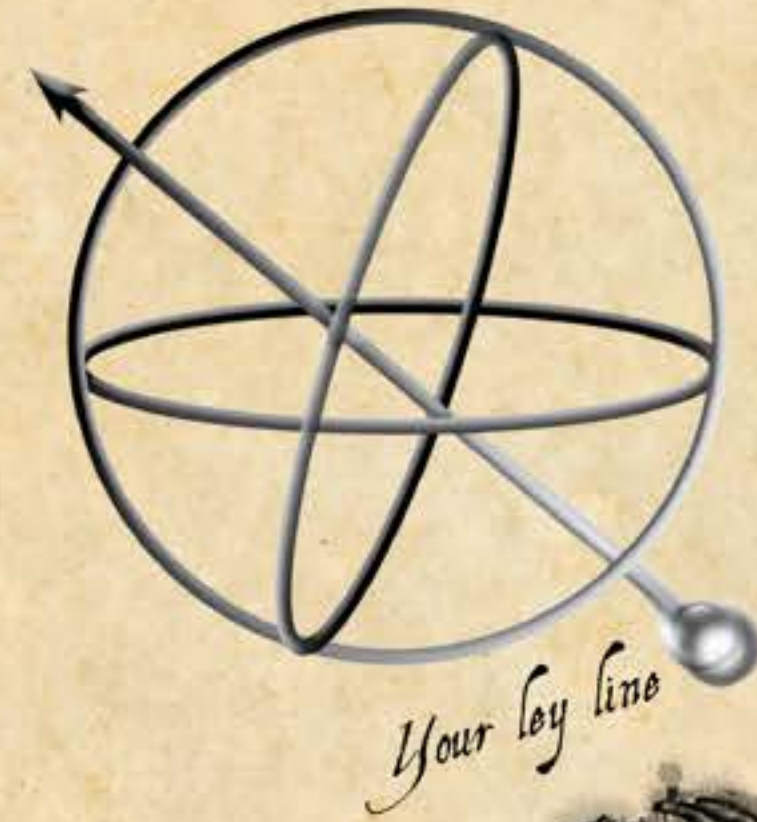
Enlightenment

Experience

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3 KEYS to
Reader
Enchantment



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You hold the keys.

3 kEys x 3 Phases



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3 kEys x 3 Phases



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3 kEys x 3 Phases



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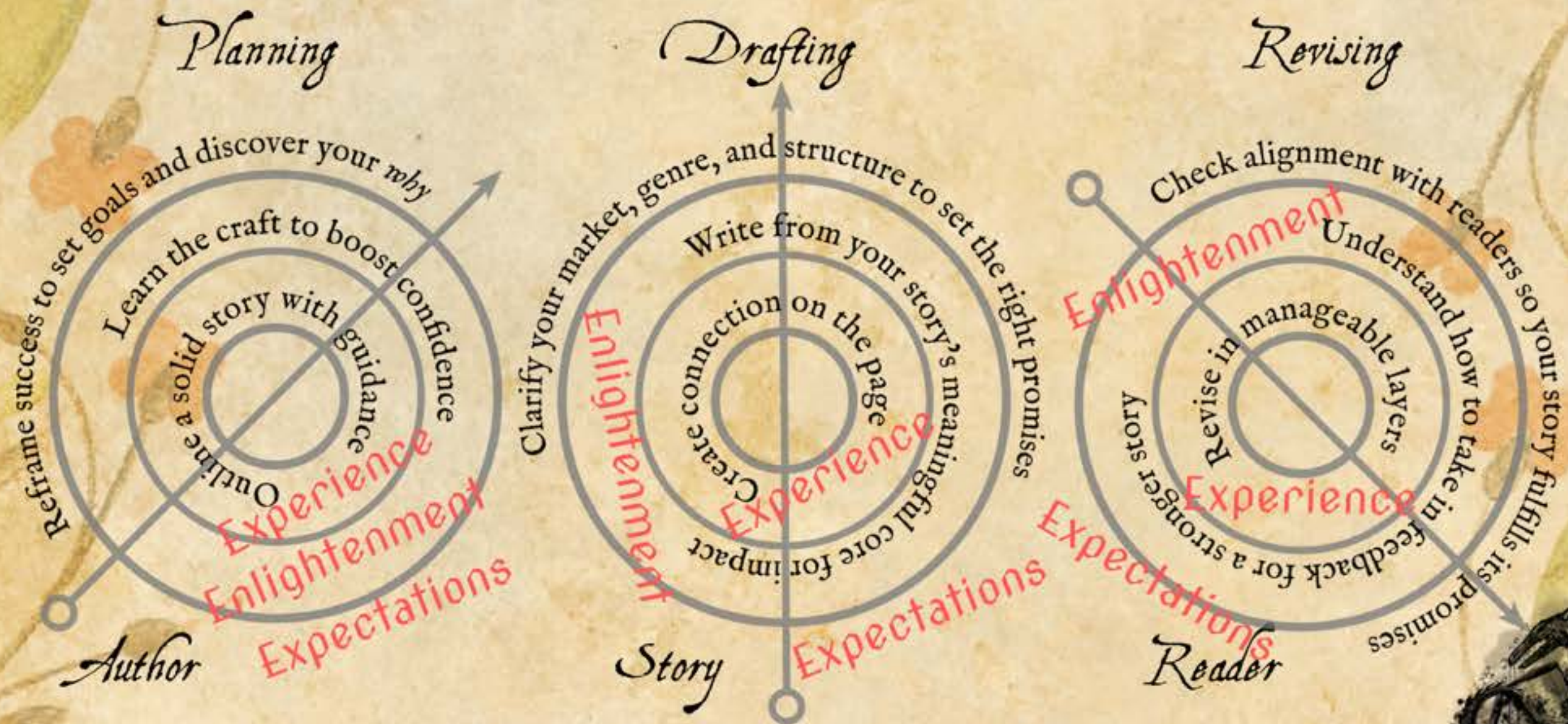
3 kEys x 3 Phases



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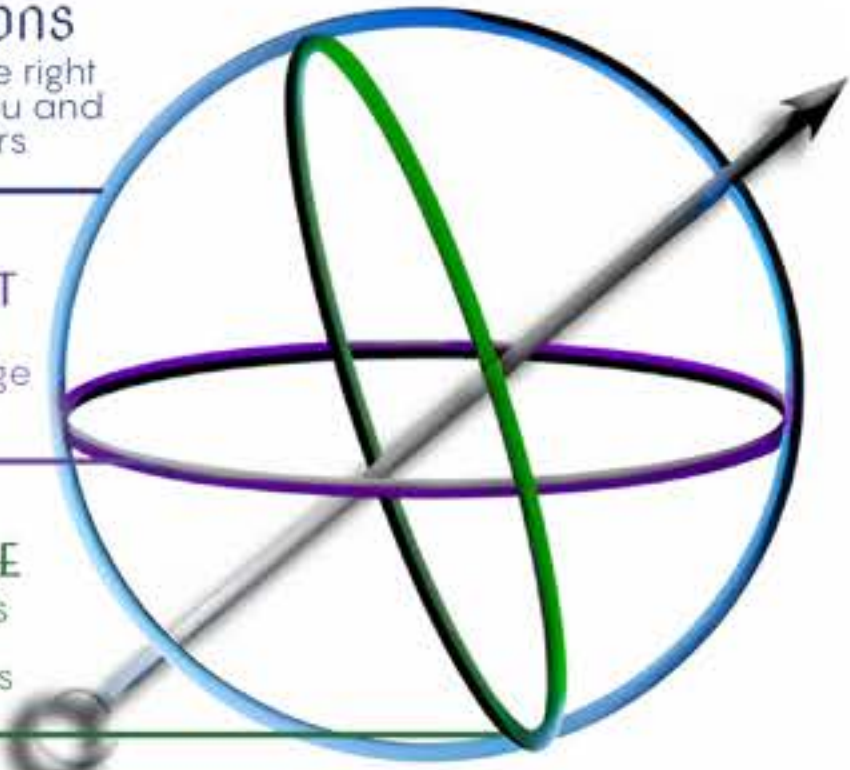
9-Step Framework

EXPECTATIONS
Set and fulfill the right promises for you and your readers

ENLIGHTENMENT
Find your purpose and unlock knowledge for readers

EXPERIENCE
Open portals to worlds and emotions

ley line



Plan

- 1 Reframe success to set goals and discover your **why**
- 2 Learn the craft to boost confidence
- 3 Outline a solid story with guidance



Draft

- 1 Clarify your market, genre, and structure to set the right promises
- 2 Write from your story's meaningful core for impact
- 3 Create connection on the page



Revise

- 1 Check alignment with readers so your story fulfills its promises
- 2 Understand how to take in feedback for a stronger story
- 3 Revise in manageable layers

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3 KEYS to Reader Enchantment

EXPECTATIONS

Set and fulfill the right
promises for you and
your readers



ley line

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3 kEys to Reader Enchantment

ENLIGHTENMENT
Find your purpose
and unlock knowledge
for readers



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3 kEys to Reader Enchantment

EXPERIENCE

Open portals
to worlds
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3 KEYS to Reader Enchantment

EXPECTATIONS

Set and fulfill the right promises for you and your readers



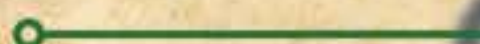
ENLIGHTENMENT

Find your purpose and unlock knowledge for readers



EXPERIENCE

Open portals to worlds and emotions



ley line

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Expectations

The First Key

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Expectations

The First Key

You need a plan because you need to know what to expect from your story to meet reader expectations.

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“Before working with Gina, I felt that I had no idea what I was doing or where I was going with my novel. I had vague ideas but no clue how to structure it into a proper story.”



Sarah Danielle

Young-Adult Fantasy Author

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“What I most enjoyed were our coaching sessions! So many times, I would be at a loss for what to do, but when we talked through it on the Zoom calls, bricks just fell into place.

Gina is fun, easy to work with, and knowledgeable. She challenged me in areas I didn't realize I needed to be challenged in, and I appreciated her worldview and perspective.”

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Sarah Danielle
Young-Adult Fantasy Author

“After being coached, I actually have an outline! I have never had an outline before! I feel that this story will be stronger for it. I have a greater understanding of story structure and the need for an overarching theme to guide my characters through their story.”



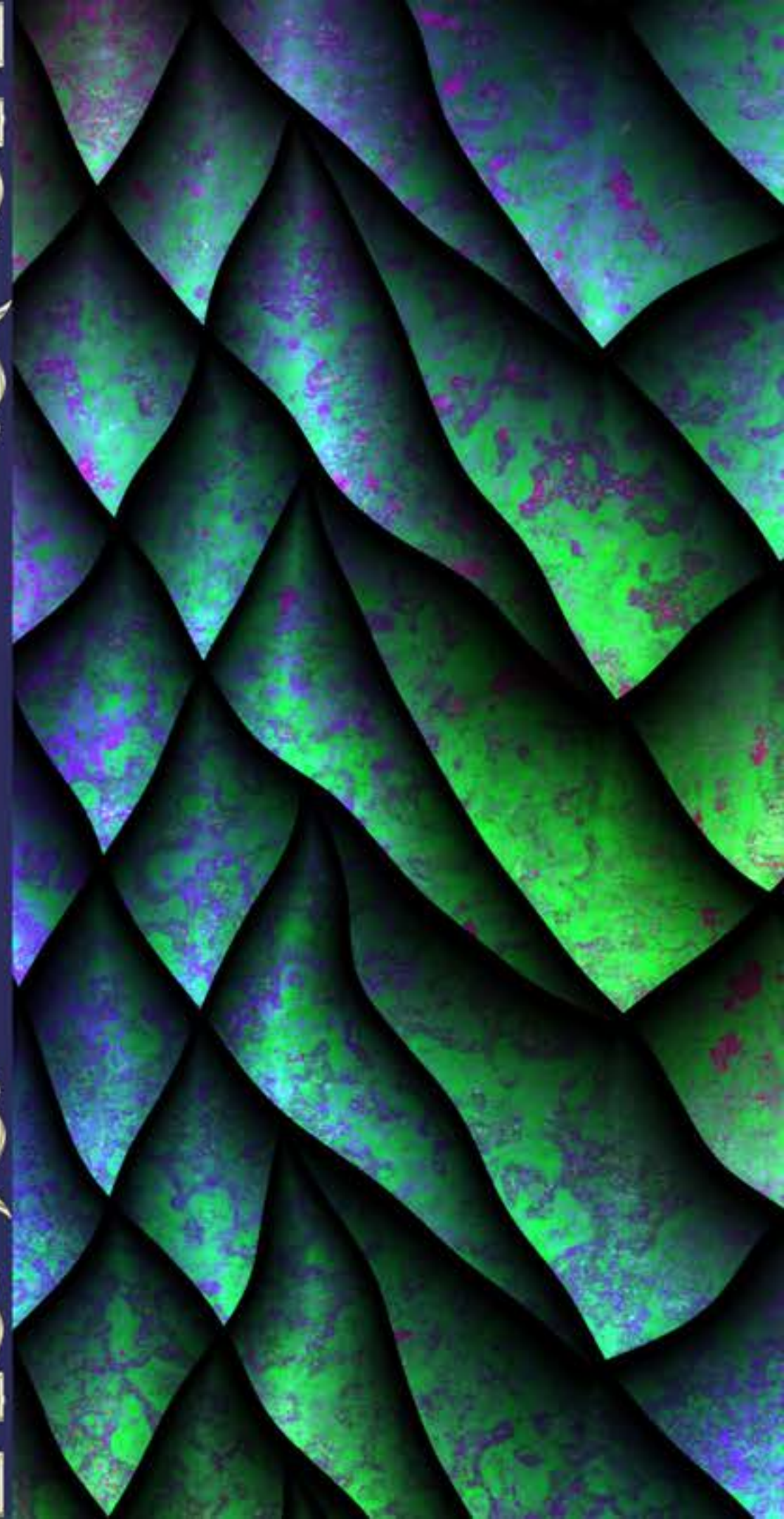
Sarah Danielle

Young-Adult Fantasy Author

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Write Your Guiding
Story *Premise*

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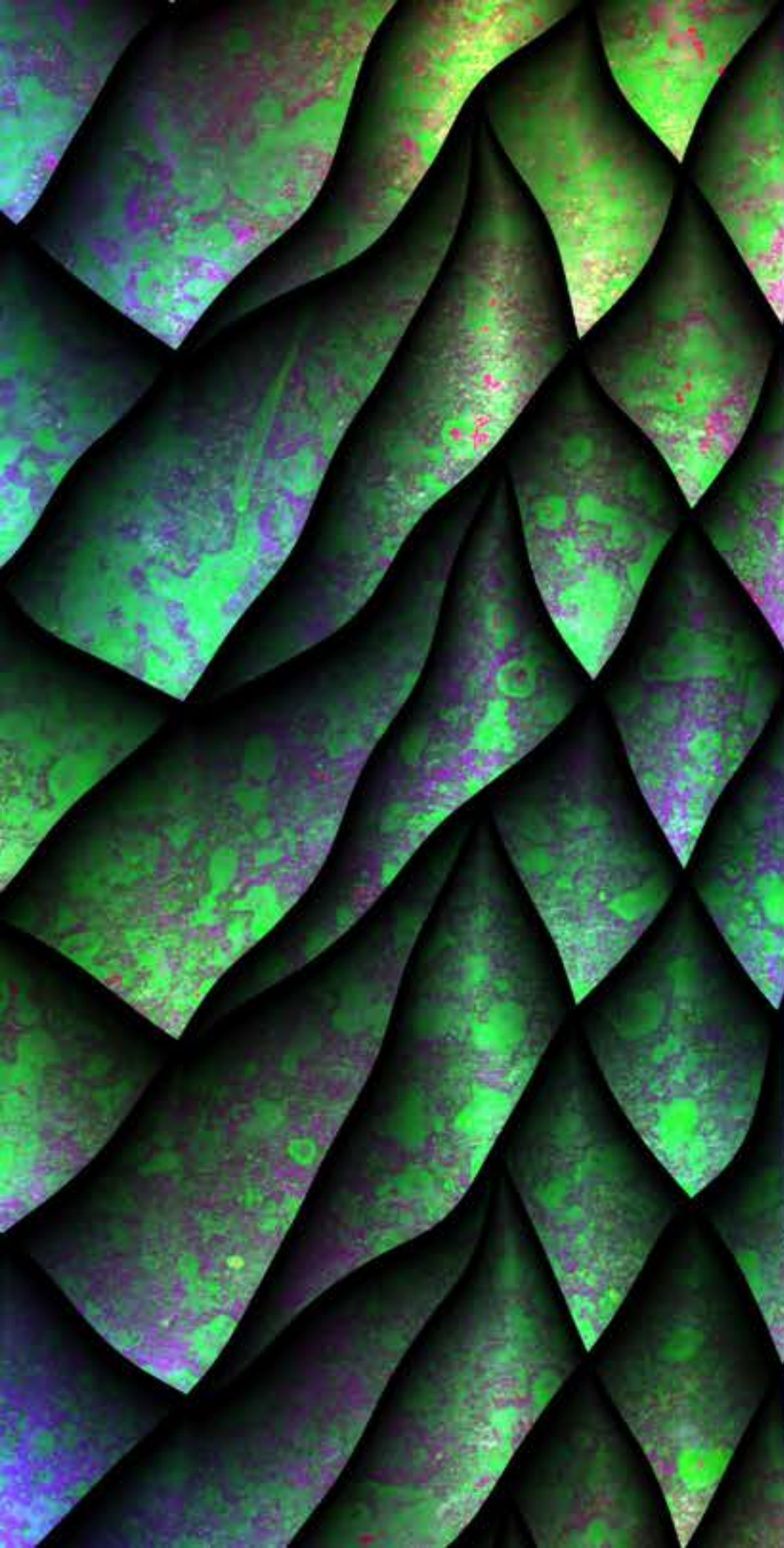
Write Your Guiding *Story* *Premise*

- Focus your story (idea or draft)
- See where your story might be breaking down



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What Is a Premise?

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What Is a Premise?

The main concept in a
super short summary of
what your story is about.



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Who is the story about?

What must that character do?

When does the story take place?

Where does the action occur?

Why is the story important (the stakes)?

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Who is the story about?

What must that character do?

When does the story take place?

Where does the action occur?

Why is the story important (the stakes)?

Write your answers!

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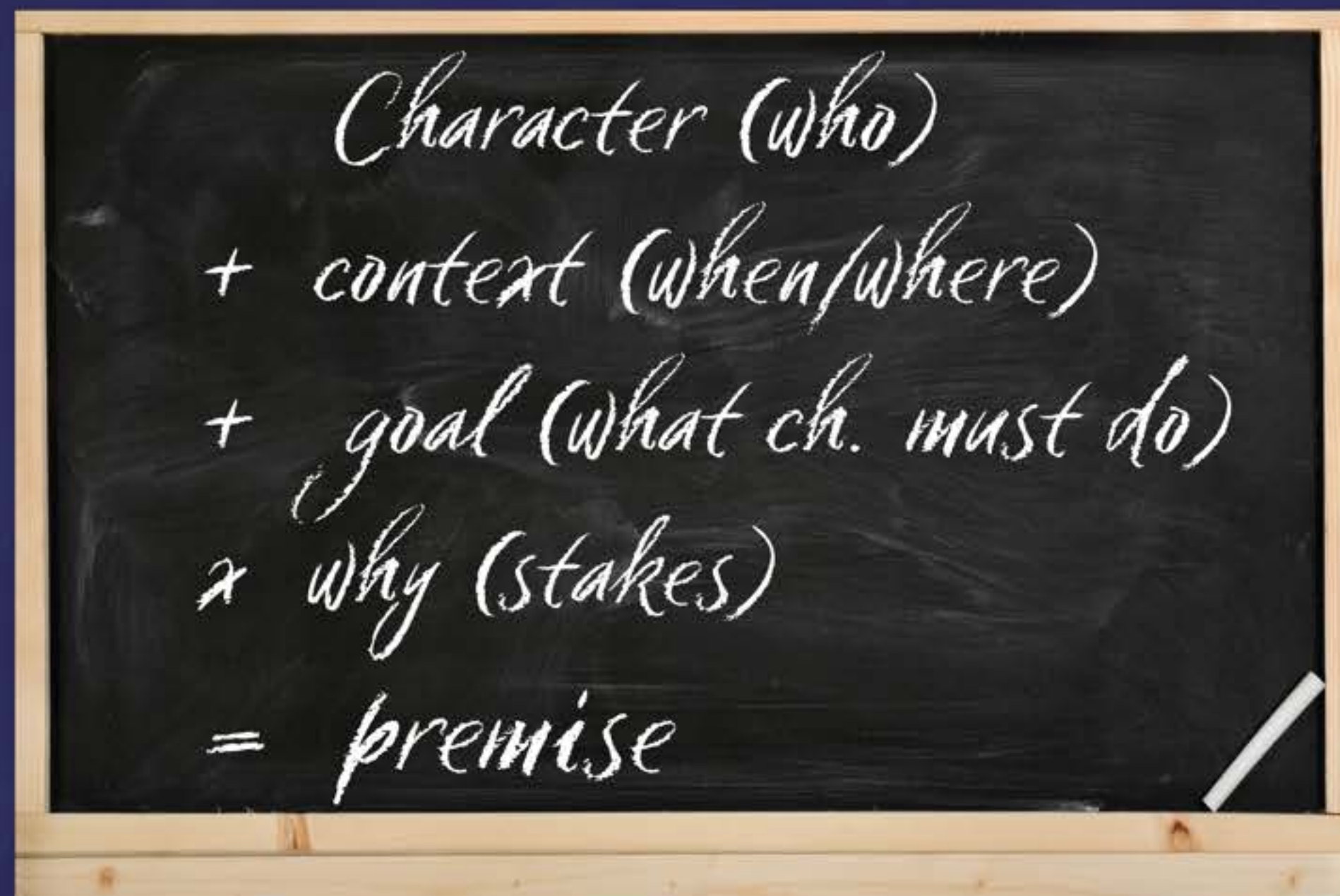


The Premise Formula

*Follow the formula
to write your premise.*

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The Premise Formula



The Premise Formula

*Start with character
as soon as possible!*

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The Premise Formula

Example:

Sleeping Beauty Retelling

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The Premise Formula

Who: Sleeping Beauty

What: break the evil fairy's curse by finding mutual love

Where: locked in her dream world

When: for 100 years / a medieval kingdom

Why: or doom her entire kingdom forever

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The Premise Formula

Character (who)
+ *context (when/where)*
+ *goal (what ch. must do)*
x *why (stakes)*
= *premise*

Premise Draft

While locked in her dream world for 100 years, Sleeping Beauty must break the evil fairy's curse by finding mutual love or doom her entire kingdom forever.



Premise Draft

While locked in her dream world for
100 years, Sleeping Beauty must
break the evil fairy's curse by
finding mutual love or doom her
entire kingdom forever.

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Your turn!

What's your messy first draft premise?

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Enlightenment

The Second Key

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Enlightenment

The Second Key

Power your novel with a ley line and give readers a reason to care.

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Elyce Darcy
Childrens Fantasy Author

“I am working on an early middle grade fantasy/adventure episodic series. I came into this class thinking my book just needed a little tweaking here and there . . .”

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Elyce Darcy

Childrens Fantasy Author

“... and ended up making significant improvements such as adding a villain I didn’t have, redoing the beginning a couple of times, and reorganizing my order of events.

I also have come up with more writing project ideas during this class. It really helps to keep writing in the front of my brain, keeps creative juices flowing.”

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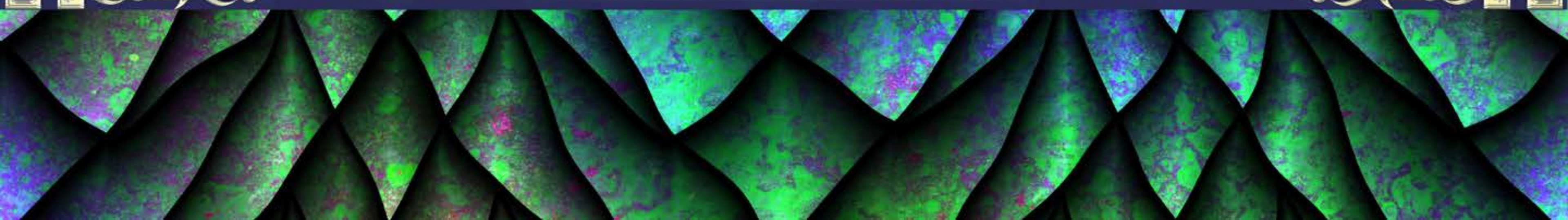


She wanted to help kids see their self-worth.

Elyce Darcy

Childrens Fantasy Author

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Find Your Story's

Truth



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Find Your Story's

Truth

- Look at your premise
- What first inspired you?
- Why were you drawn to these ideas?

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Find Your Story's

Truth

- Why do you want to write THIS book?
- An experience?
- Something you want to explore?

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Find Your Story's

Truth

- What's your goal for this book?
- What do you want readers to take from it?

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ACTION GUIDE



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Form Your Story's Statement of Truth

- Make it universal/general (all people)
- Make it a one-sentence statement

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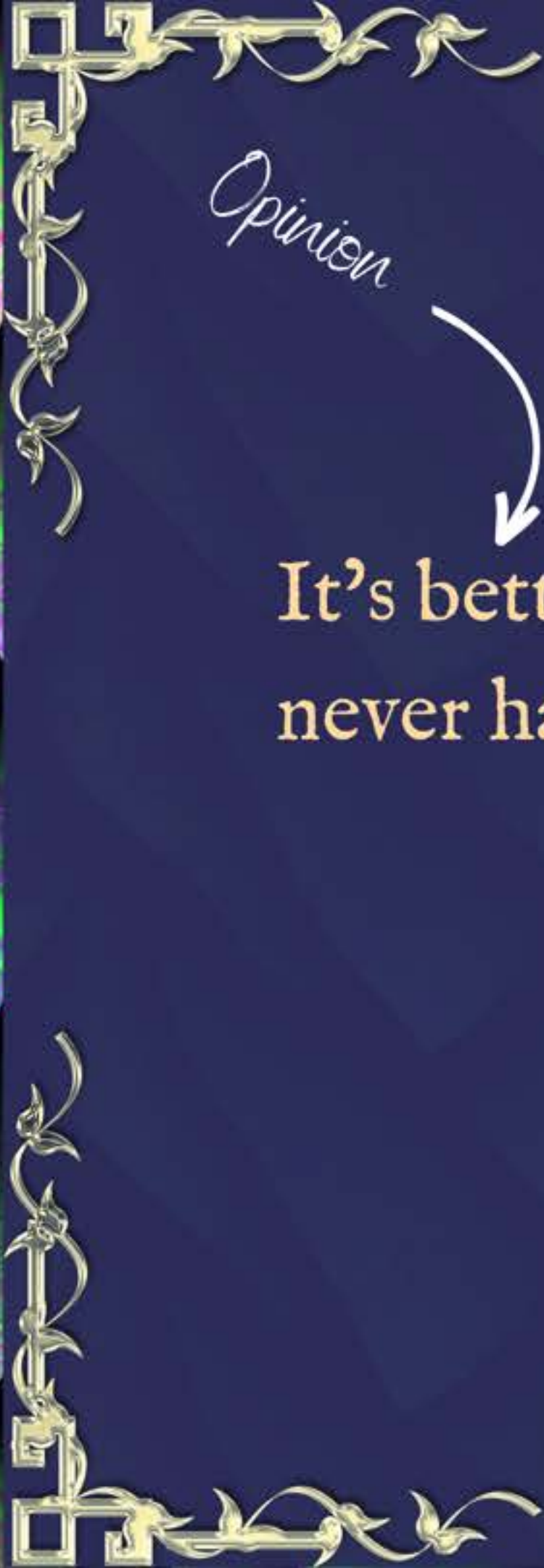
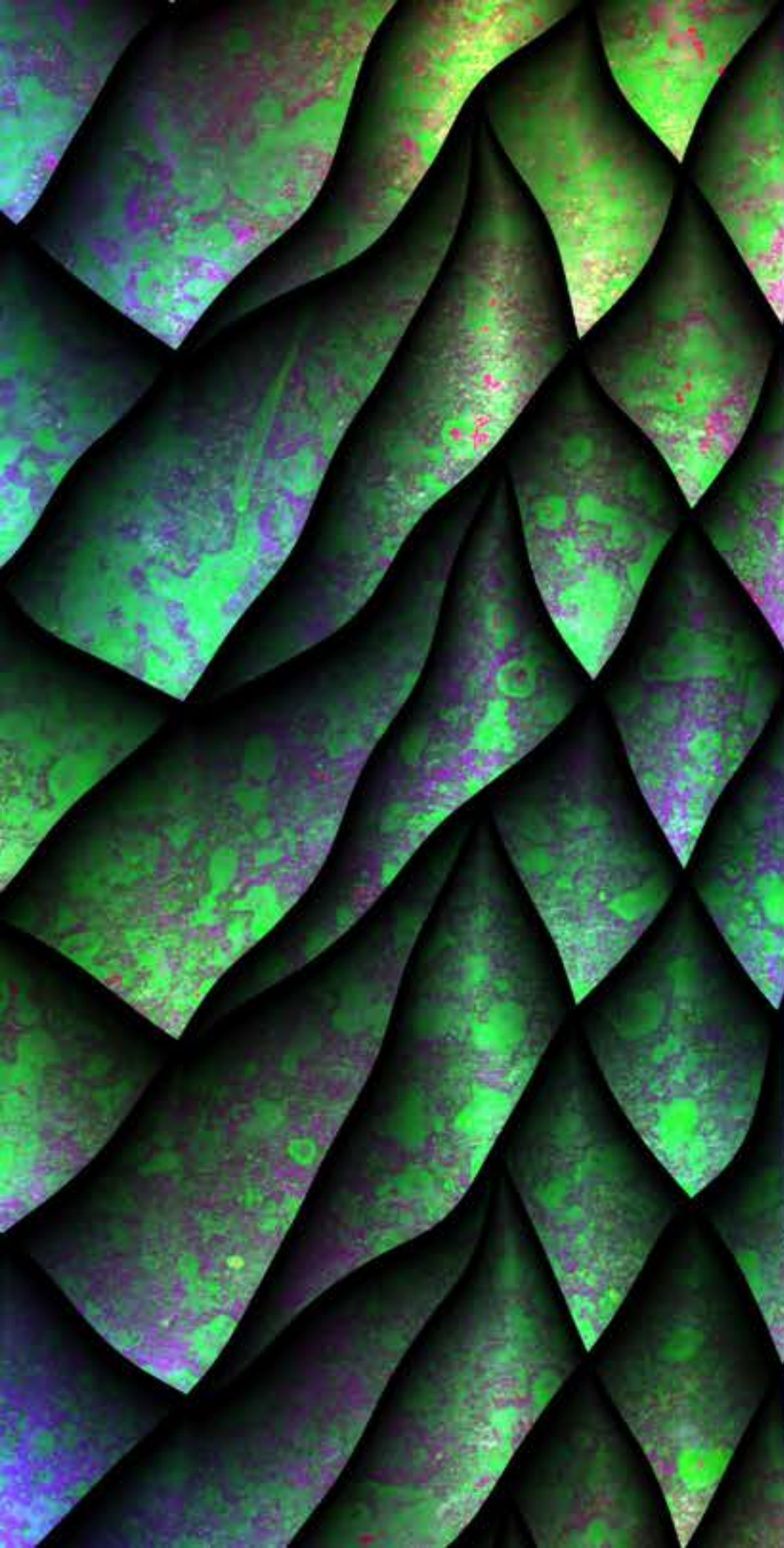


Example:

It's better to have loved and lost than to
never have loved at all.

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Opinion

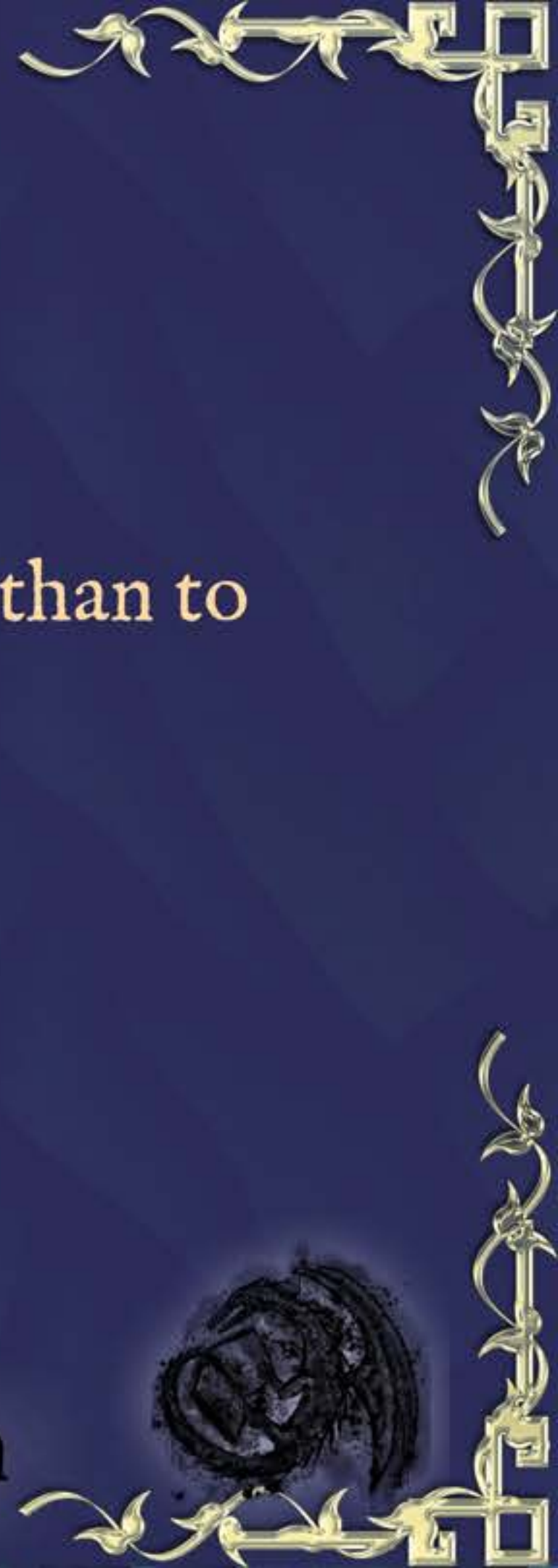


Example:

It's better to have loved and lost than to never have loved at all.



Subject



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Your turn!

Do you have a statement that can sustain
you and your story 'til the end?

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You can LEARN to write an incredibly
good story.

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Too many themes?

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Too many themes?

A good coach will help you uncover what
you're really trying to say.

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The Power of

Craft + Coaching =
Story Magic

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Seasoned author Elizabeth still makes breakthroughs
during our coaching sessions.

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In one session, we dove into her novel's truth.

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She was sure she had it after we started uncovering
deeper layers.



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... But I burst her bubble of excitement.



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She was holding back.

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Writing relatable fiction is writing characters whose decisions we can understand as readers and whose experiences we can feel.

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But we're usually not very honest with ourselves.

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But we're passionate, creative writers. We can get to
the real hearts of our stories.

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Your story's truth will make it a story worth reading.

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“Working with Gina gives me a sense of confidence that my manuscript is ready to share with the key players in the publishing industry – my agent and future potential editors. I feel like it’s the icing on the cake that lets me know I can submit my work with pride.

Gina gets to the point about what I can improve. And I can take her advice and use it as I create my next project. She helped me see that sometimes I obscure the ‘main misbelief’ of my characters and now I try to address that right from the start in my stories.

It’s worth it to work with a professional, experienced editor like Gina. She wants you to succeed and offers suggestions to help you reach that goal. I am always so grateful I found an editor I can trust.”

-Elizabeth Pagel-Hogan

Award-Winning Childrens Author

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ACTION GUIDE



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Experience

The Third Key

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Experience

The Third Key

Character enchantment: Bring your characters to life for a deep, understanding reader experience.

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“I’m working on an off-world sci-fi epic,
and I found that my biggest problem was
getting the reader to engage with the
characters.”



Sarah

Adult Sci-Fi Author

inkybookwurm.com

“Now I’m doing edits solely to address this problem, and it’s really refreshing!”



Sarah

Adult Sci-Fi Author

inkybookwurm.com

“After doing a deep dive with Gina and her modules, I realized the importance of making a former secondary character’s voice heard – I drastically changed the narrative of my book to reflect the POVs of two characters.”



Sarah

Adult Sci-Fi Author

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“Gina is excellent at getting you and your story where it needs to go. I’m still reeling from that one sesh when I **FINALLY** realized my character’s true internal conflict and how it shapes the story.”



Sarah

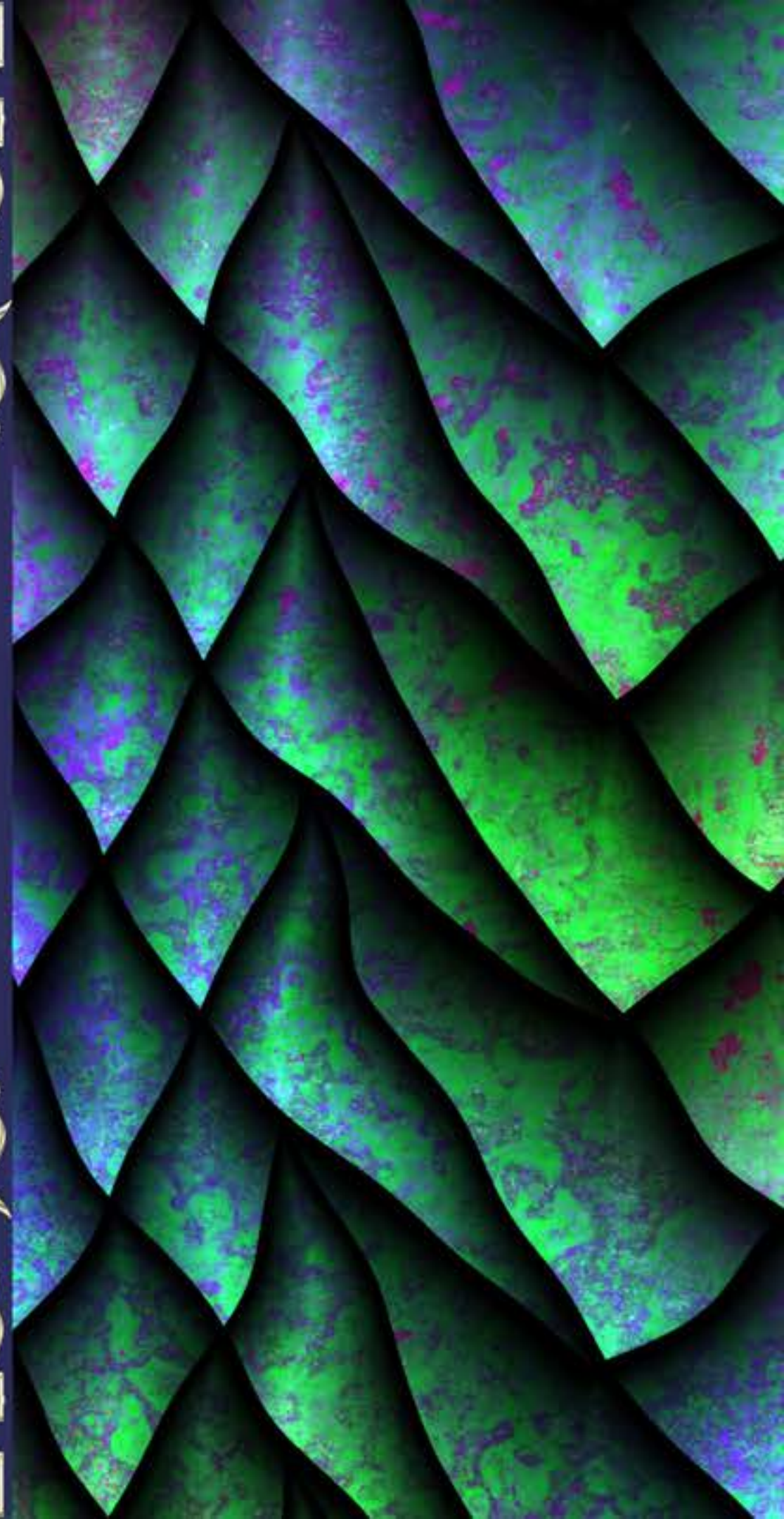
Adult Sci-Fi Author

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Power Your Character
Transformation from Your

Ley Line

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Power Your Character
Transformation from Your

Ley Line

1. Recall your ley line (truth) statement.

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Power Your Character
Transformation from Your

Ley Line

1. Recall your ley line (truth) statement.
2. Rewrite the statement in relation to your protagonist.

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Example:

It's better to have loved and lost than to never have loved at all.



It's better for Rose to have loved and lost than to never have loved at all.

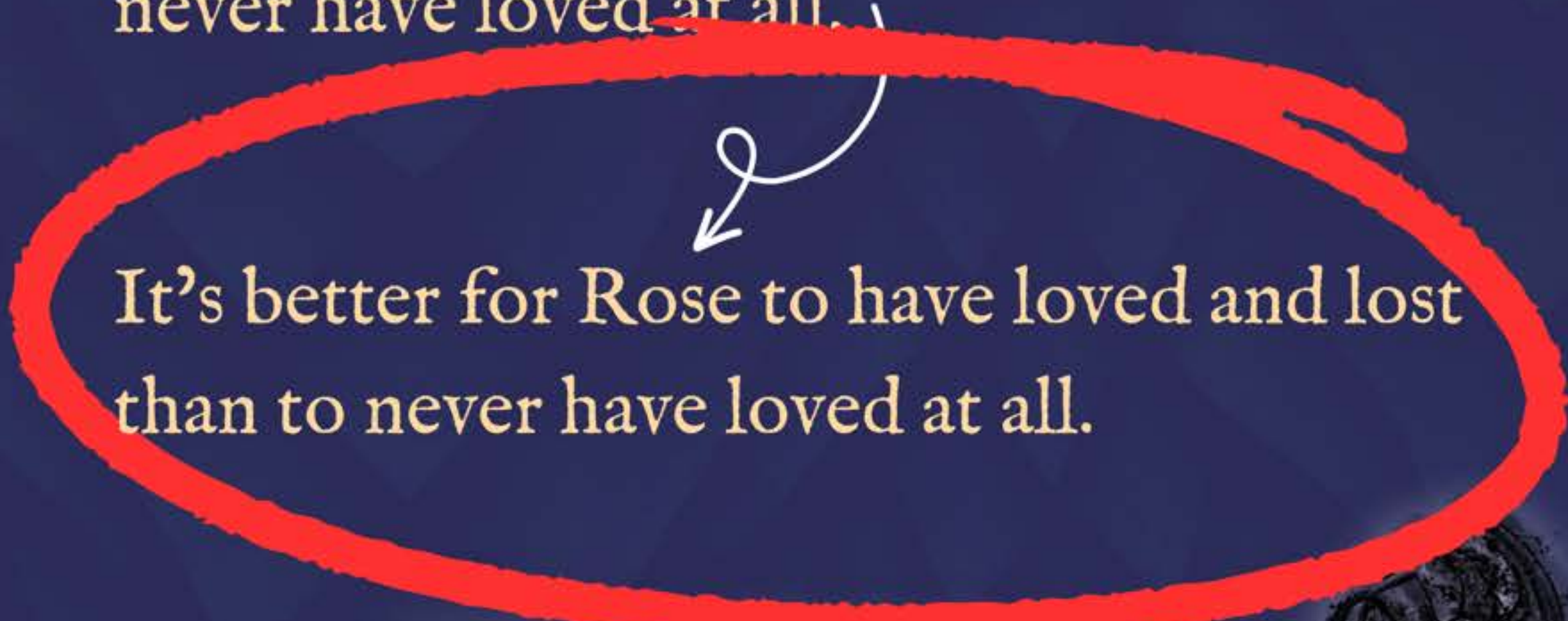
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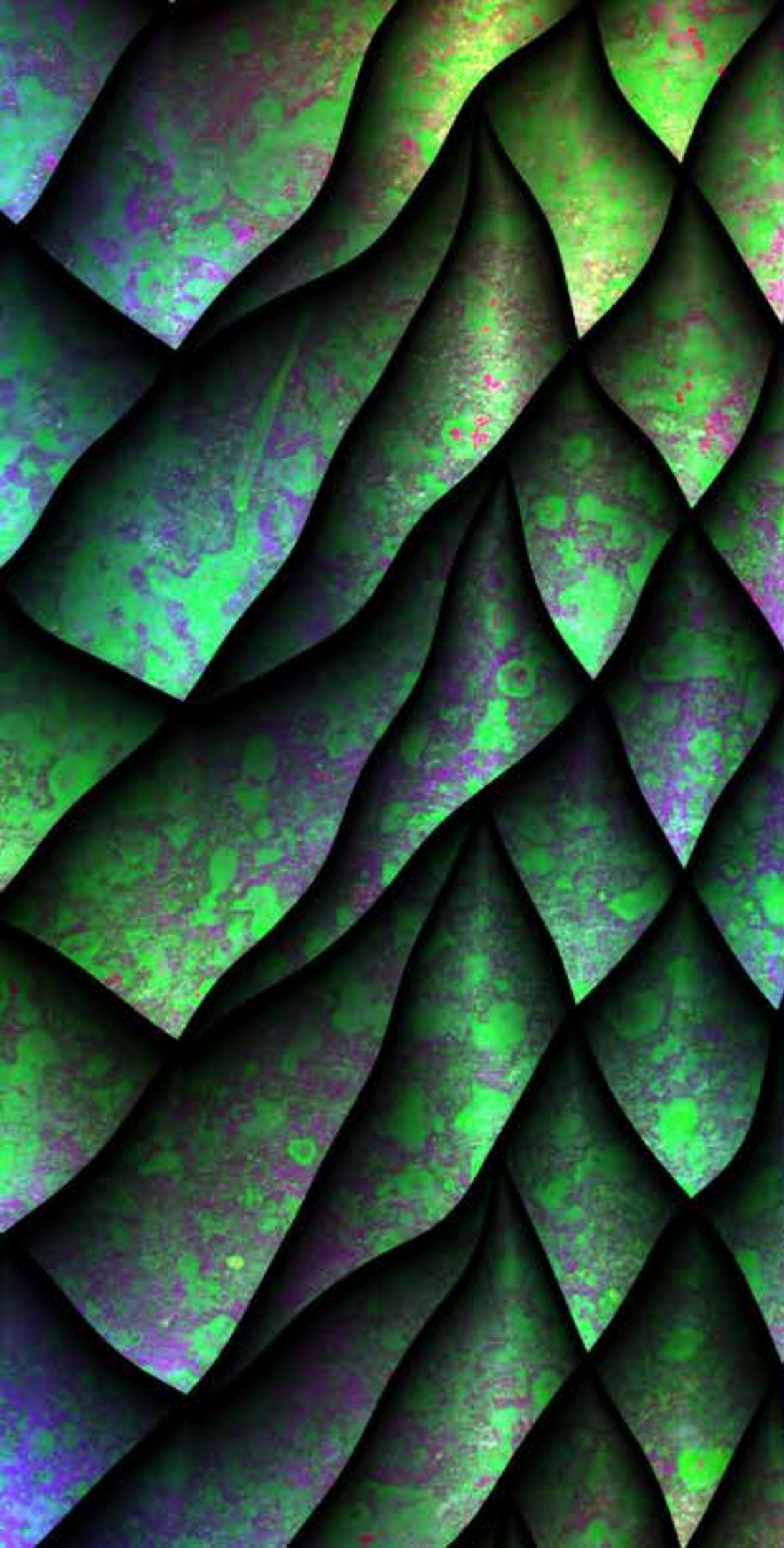
Example:

It's better to have loved and lost than to never have loved at all.



It's better for Rose to have loved and lost than to never have loved at all.

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How does the protagonist get there?



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How does the protagonist get there?

She first believes a corrupted version of that truth.

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Corrupt that Truth!

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Corrupt that Truth!

TRUTH It's better to have loved and lost than to never have loved at all.

CORRUPTED It's better not to have loved at all than to have to live with the loss.

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Make It Character Specific

UNIVERSAL
PROTAGONIST

It's better not to have loved at all than to have to live with the loss.



Rose believes it's better to love no one so she never has to lose them.

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Make the Fear & Desire
Two Sides of the Same Coin

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Make the Fear & Desire Two Sides of the Same Coin

DESIRE

Love

FEAR

Loss of Love



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Your turn!

What's your protagonist's
corrupted truth?

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Jamie D. Atkinson

Adult Fantasy Author

“In the year and a half up to this point, I have worked on things like character backstory and deep outlining but always more in an intuitive yet very unorganized approach. Let me tell you, putting structure to the process helped me **IMMENSELY.**”

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Jamie D. Atkinson

Adult Fantasy Author

“There were a lot of things about my character’s story that just weren’t totally fitting...like maybe I could have told the story that way and it still would have been enjoyable for people to read, but it was not as satisfying as I thought it deserved.”

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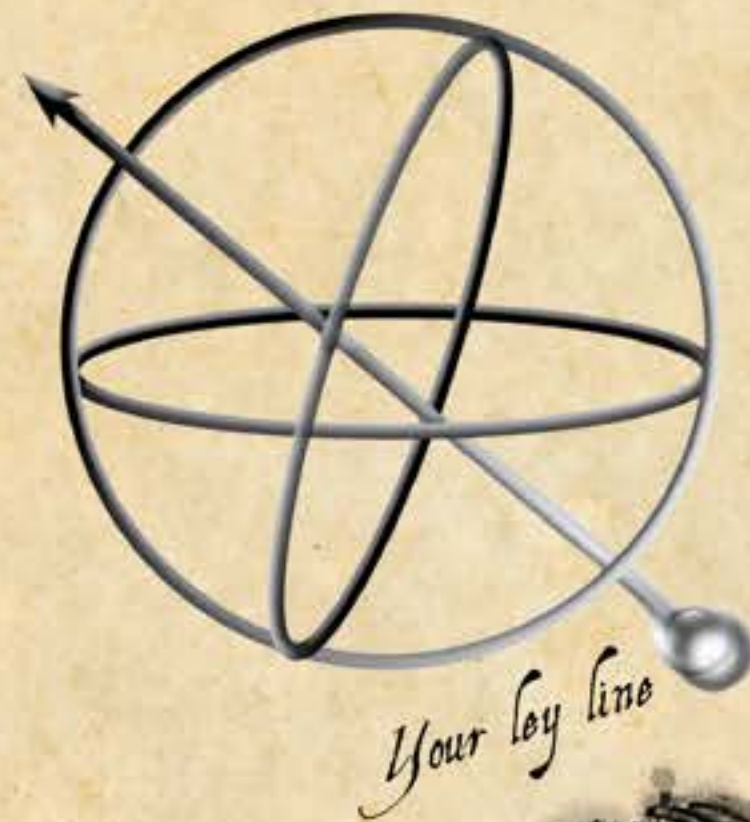
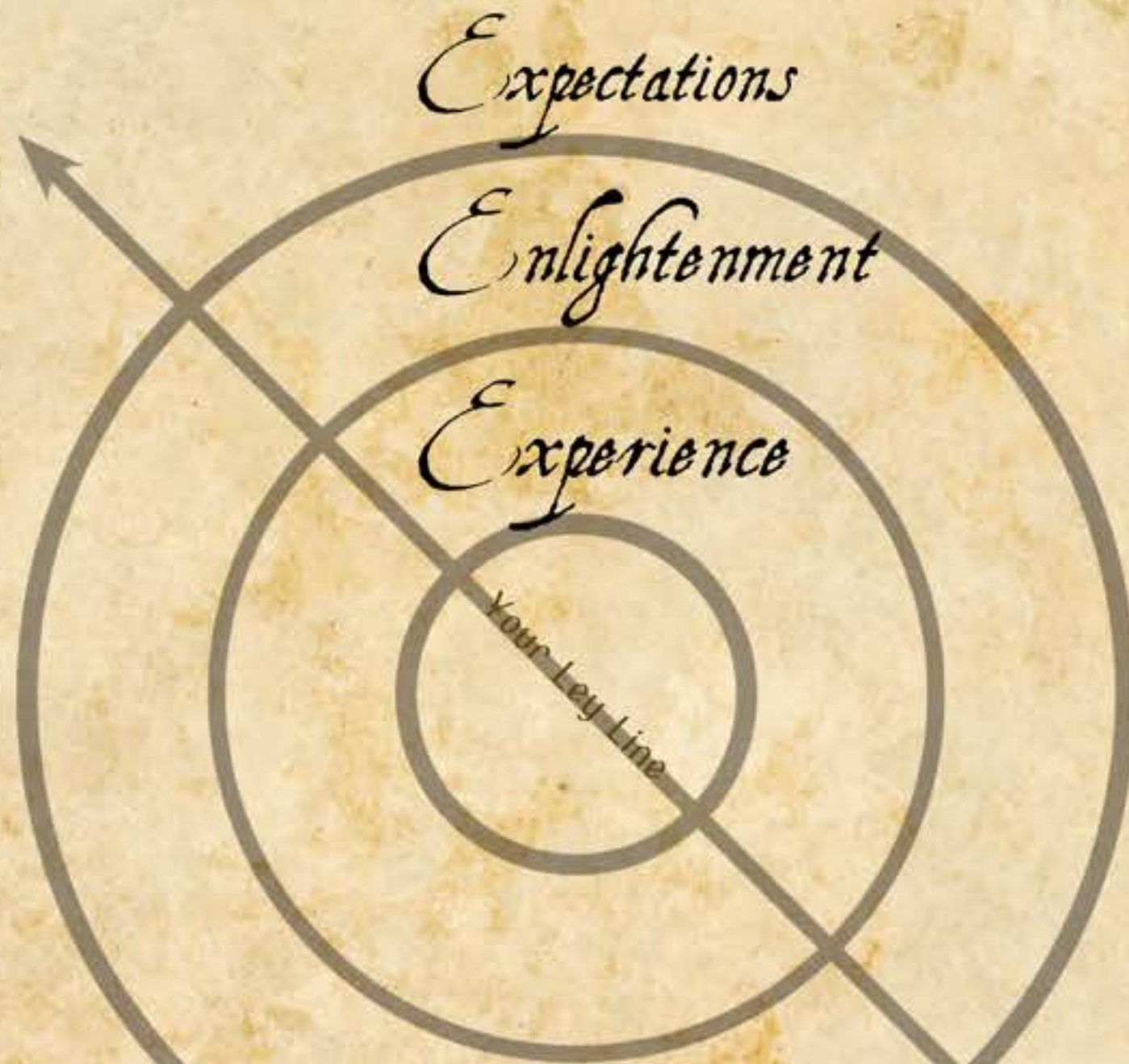
Jamie D. Atkinson

Adult Fantasy Author

“I was able to really hone in on the whys beneath my character’s story, and that caused some things to change. I am so thankful Gina had me do these exercises because they are serious game changers.”

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3 KEYS to
Reader
Enchantment



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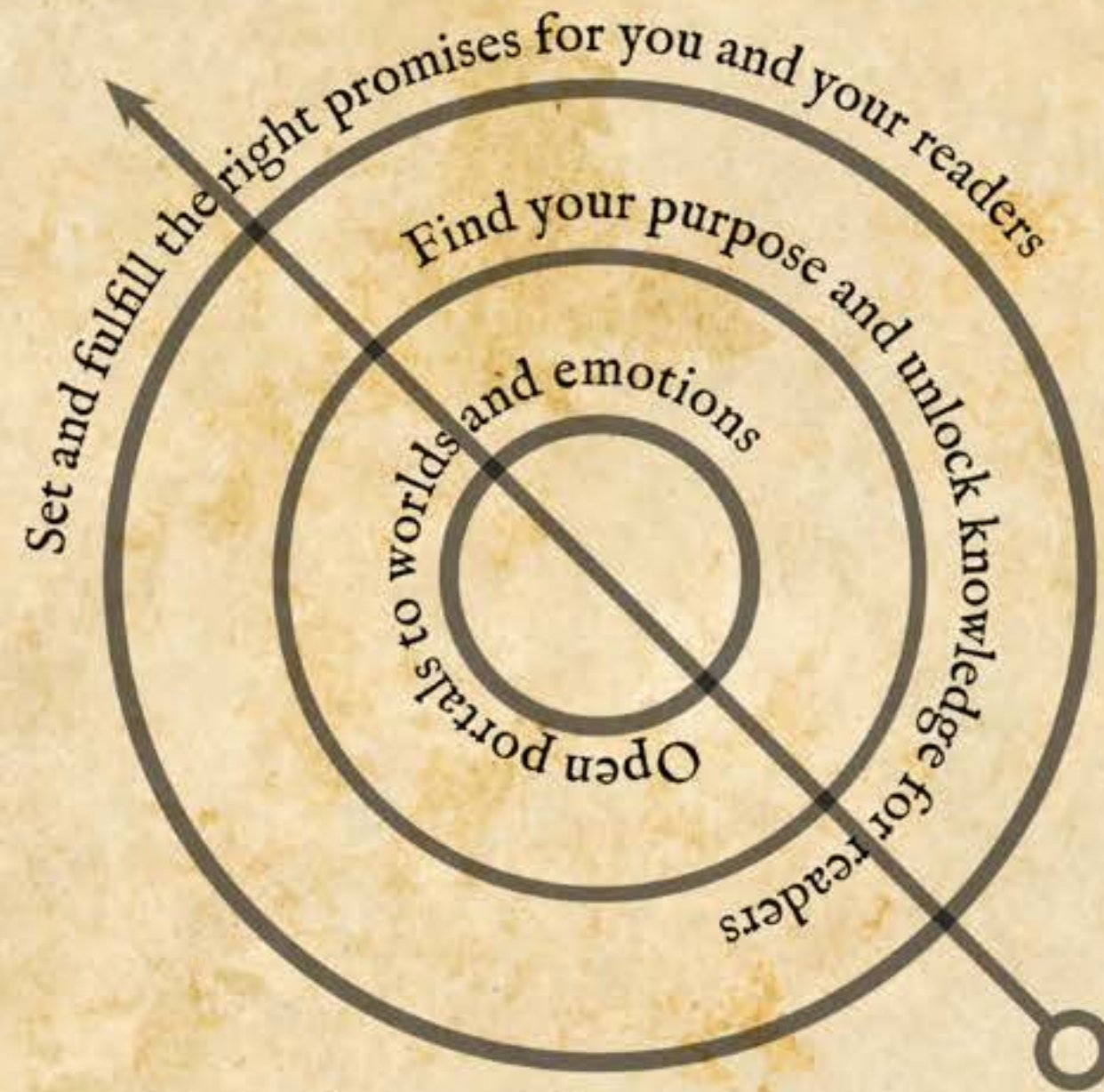


3 kEys to Reader Enchantment

Expectations

Enlightenment

Experience



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3 kEys to Reader Enchantment

Expectations

Enlightenment

Experience



*The magic is
in the revision.*

You hold the keys.

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“I was about to give up on writing and go back to school for something else, but Gina has given me the tools to persevere in pursuing my dream.”



Char Palfreyman

Upmarket Speculative Author

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P.E. Nolan
Science Fiction Author

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Ashley W. Slaughter

Young-Adult Fantasy Author

“Gina was absolutely amazing to work with! I cannot speak highly enough of Gina as an editor and as a professional in the publishing world. Gina knows the industry, and as a debut author, I needed someone with her knowledge . . .

Her goal really is to make your book shine while still keeping it YOUR book. I was so impressed at how much my book improved when I applied her suggestions”

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