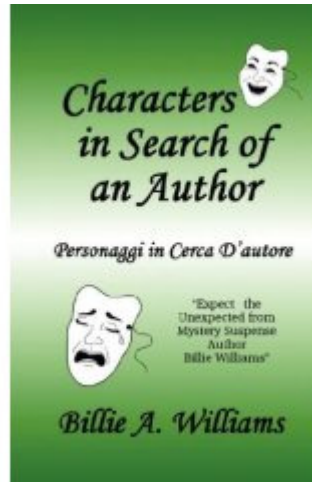


## TIPS AND TRICKS FOR MAKING YOUR **CHARACTERS** STAND OUT IN A GOOD WAY



1. Show your readers a reason to care about your protagonist. The reader needs to feel compassion and quickly so that they have a reason to follow your character further into the story.
2. Establish protagonist's goodness and problem early as early as possible.
3. Readers need a reason to wish your characters free of their current and/or past troubles.
4. Find the secret strength in your main character, that is why I recommend doing a Zodiac match for your characters, especially the main ones – strengths and weaknesses are then at your finger tips. Your readers will bond better with your character then.
5. Make your heroes human—super heroes don't work, bring them down to size...they need to be human not super human.
6. Play on the heroes impact already played on others not what she/he will do. The good they did to someone else – already – not what they will do somewhere else in your novel.
7. Readers want to be inside character's heart and mind, right away. Show us what your hero is made of.