



MICHAEL WIESE PRODUCTIONS

• www.mwp.com •

Contact: Ken Lee • 206-283-2948 • kenlee@mwp.com

Media: CrazyScreenwritingSecrets@gmail.com

www.CrazyScreenwritingSecrets.com

CRAZY SCREENWRITING SECRETS

How to Capture a Global Audience

by Weiko Lin

On Sale: July 1, 2019

Praise for CRAZY SCREENWRITING SECRETS:

“Motivating and exuberant, Weiko understands the personal nature of screenwriting. His book provides a roadmap to finding the unique stories each person has to tell and creating screenplays that live and breathe.”

— David S. Goyer, co-writer

Terminator: Dark Fate, The Dark Knight trilogy

“*Crazy Screenwriting Secrets* offers a unique culinary glimpse into how films really get made, sold, and released on a global scale from a veteran screenwriter who knows the secret to a successful film career is in the ingredients, not the meal.”

— Scott Beck & Bryan Woods, writers, WGA Award Nominees

A Quiet Place

“It’s rare to get first-hand knowledge from someone who’s been there and done that, but Weiko’s *Crazy Screenwriting Secrets* delivers that in a fun and insightful way while sending you on your path to understanding how to get your story to the big screen.”

— Andy Horwitz, producer, *American Hustle, Suicide Squad,*

Triple Frontier



@weiko



@weikolin



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On July 1, 2019, Weiko Lin debuts **CRAZY SCREENWRITING SECRETS: How to Capture a Global Audience** from Michael Wiese Productions, publisher of *SAVE THE CAT!* and *THE WRITERS JOURNEY*.

Weiko Lin is the recipient of a Samuel Goldwyn Writing Award and a finalist for the Academy of Motion Pictures Arts and Sciences Nicholl Fellowship in Screenwriting. He has written projects for the Mark Gordon Company, Ivanhoe Pictures (producer of *Crazy Rich Asians*), Walt Disney Parks and Resorts, Don Mischer Productions (producer of *Oscars, Emmy Awards*), the Unison Company (Taiwan), and Wanda Pictures (China). A Fulbright Senior Specialist, he has taught at institutions including UCLA, Northwestern University, and Taipei National University of the Arts. He is a tenured Associate Professor at Emerson College.

“We consume stories by the way we eat.”

As Hollywood increasingly looks to global markets for growth, China has become the world’s second largest box office with over \$8.9 billion in annual box office revenue. This trend is fueling an appetite for co-productions and Chinese language films that can travel. But success will depend on how Hollywood overcomes creative and cultural challenges in storytelling.

Weiko Lin, award-winning bilingual writer/producer, provides a rare look at how screenwriting with a culinary approach can successfully launch global movies that reflect the modern world. In his book *Crazy Screenwriting Secrets*, Lin helps readers understand narratives in feature films and tap into their own unique taste buds to create meaningful stories for the screen.

Through a “Crazy” approach in writing the feature screenplay, the first half of the book guides the reader in how to create and develop: Story Idea, Characters, One Page Step Outline, and the solid script. In the second half, the book covers the professional business side of the ever-changing industry by taking the reader through the work flow of Hollywood and exploring how to work creatively with international countries like China to produce movies that move a global audience.



ABOUT THE AUTHOR

Fluent in Mandarin, **Weiko Lin** produced and wrote the original story for the Chinese-language romance film *100 Days*, which released theatrically in Taiwan and premiered in Mainland China as an official selection of the 2014 Golden Rooster and Hundred Flowers Film Festival. In features, Weiko adapted *River Town*, the New York Times Notable Book and bestselling memoir by Peter Hessler for Fugitive Films and acclaimed director Lu Chuan (*City of Life and Death*, Disney Nature’s *Born in China*). In television, he has written a pilot for Super Deluxe (former digital studio of Turner/WarnerMedia). A member of Writers Guild of America West and Dramatist Guild of America, he is represented by Anonymous Content and United Talent Agency.

www.weikolin.com

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by Weiko Lin

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Additional Praise for CRAZY SCREENWRITING SECRETS

"*Crazy Screenwriting Secrets* serves up many delicious morsels in the way of tips and guidelines regarding both the craft and the business. Particularly **illuminating for any screenwriter considering a venture into global storytelling**, specifically for Chinese audiences."

— Iris Yamashita, writer, Oscar Nominee, *Letters from Iwo Jima*

"As fast paced and exciting as the commercial blockbusters he references and deconstructs, Weiko's book features a **wealth of practical advice** for the aspiring and perspiring screenwriter."

— Paul W.S. Anderson, writer/director

Resident Evil Franchise, AVP: Alien vs. Predator, Death Race, Mortal Kombat

"Everyone has secrets, fortunately Weiko Lin is sharing his. **You'd be 'crazy' not to take advantage of his insights** for successful screenwriting."

— Kevin S. Bright, executive producer/director, *Friends*

"Weiko Lin's book asks a simple question -- Are you crazy enough to DIG DEEP, work HARD, write and REWRITE until you **discover the most inspired version of your screenplay?** If your answer is HELL YES! -- This book is for you!

— Felicia D. Henderson, writer/co-executive producer, *Marvel's The Punisher, Empire, Gossip Girl*; assistant professor, Radio-Television-Film, University of Texas-Austin

"*Crazy Screenwriting Secrets* demystifies the craft of screenwriting in a refreshingly no-nonsense yet encouraging way. Weiko has broken down what it takes to craft a winning — and thus, commercial — screenplay **in a clear, intelligent, and inspired way**. Somewhere Syd Field is smiling..."

— Mike Barker, co-creator/executive producer, *American Dad!*

"Writing is hard. Even this blurb took me days to crank out. So anyone who makes it even the slightest bit easier is a hero. And that's what Weiko Lin's done with this book that **helps unlocks the mysteries of the screenwriting craft** and entertainment business."

— Courtney Lilly, writer/executive producer, *Black-ish*

"Drawing on his vast experience as a working writer and teacher, Weiko has put together a truly useful guide to screenwriting. With one foot in the US and the other in China, he is uniquely situated to give you not only the tools you need to hone your craft as a screenwriter, but also **to flourish in the entertainment business**. This book should be on any aspiring, and working, writer's bookshelf."

— Susan Hurwitz Arneson, writer/executive producer, *The Tick, Preacher*

"Comparing screenwriting to preparing a meal is brilliant. **It inspires narrative stories that connect us all, regardless of cultural differences**. It's simple, logical and fun. From creating the recipes, to getting the ingredients, to cooking the meal. It is so easy to digest and the results guarantee to be delicious."

— Henry Chan 陈发中, director, *Scrubs, King of Queens*

Alibaba's Rich House, Poor House 王子富愁记, 100 Days 真爱100天



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"If you're not fortunate enough to enroll in one of Weiko's screenwriting classes, where his intellect and charisma are on full display, do the next best thing and give this a read. **It's crazy insightful.**"

— **Bennett Graebner, executive producer, *The Bachelor, The Bachelorette***

"Weiko has an **uncanny knack for boiling down amorphous concepts of** screenwriting into digestible, non-intimidating truths. He does it again in this book, which every writer should keep close at hand."

— **Kendall Sherwood, writer/producer, *The Code, Major Crimes***

"Weiko's ability to breakdown scripts and **help the writer infuse their soul into their work** is why still today his screenwriting class has had the greatest impact on my writing."

— **Marisha Mukherjee, writer, *DC's Titans, Quantico***

"Weiko's *Crazy Screenwriting Secrets* offers new writers an enthusiastic and positive approach to screenwriting, from brainstorming to the business, all **in an honest and accessible tone**. I'd recommend this book to anyone looking for guidance on starting the often intimidating and mysterious process that is screenwriting!"

— **Stephanie Kornick, writer, *Transparent***

"Weiko Lin eloquently lays out a path for aspiring writers looking to take their work to the next level, just like he did for me when I was a student in his class. By the end of this read, **you'll be driven to write the story that you were born to write.**"

— **Farhan Arshad, writer, *Man With A Plan***

In this **terrific and comprehensive guide**, Weiko Lin takes you through the fundamentals of screenwriting — from finding your inspiration to marketing your work. With his signature enthusiasm and encouragement, he makes the daunting task of writing your first screenplay approachable and even fun!

— **Meridith Friedman, writer, *Chicago Med***

"Since I've known Weiko, he's been my **go-to source for motivation, career advice, and perspective on global entertainment**. I've found his insights apply to both live-action and animation."

— **Rocco Pucillo, writer, Netflix's *Voltron: Legendary Defender***

"Weiko has a vast knowledge of films and filmmaking, combine this with his enduring experience as a screenwriter and you have an individual that's a **master of his craft.**"

— **Cameron Duncan, director of photography, *Longmire, Cobra Kai, Preacher***

"Everyone has a story and every story is worthy to be told, but not everyone is a screenwriter. *Crazy Screenwriting Secrets* explores the absurdity of our story then **helps us to fearlessly craft it onto the pages.**"

— **Robin Shou, actor, *Mortal Kombat, Beverly Hills Ninja, Death Race*;
Writer/Director, *Red Trousers, Earthbound***

"Weiko has always been a mentor throughout my professional career. **His methods elevated my craft in helping my work to connect with a universal audience.** I sincerely recommend that all screenwriters should read this book."

— **Kuo-Kuang Wang 王國光, Writer, Golden Horse Award Nominee, *Jump Ashin!* 翻滾吧！阿信**



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"Weiko Lin's *Crazy Screenwriting Secrets* expands the screenwriting conversation to embrace the global, which is precisely what the film business faces. Using global references, including Hollywood cinema, and a conversational tone that draws in the reader, he illuminates the foundational principles of good storytelling vis-à-vis character/story development and execution. He quotes a mentor: be a good person and everything will fall into place. **It's a crazy secret that every screenwriter should keep in his, her, or their pocket.** Because writing for a writer is life."

— **Velina Hasu Houston, playwright, screenwriter**
Director of MFA Dramatic Writing
Distinguished Professor, University of Southern California

"Weiko is a **highly sought-after writer and teacher** who understands the intricacies of this ever-evolving industry both domestically and internationally. It's no surprise his book is excellent as well. It would be wise to learn from him."

— **Brian Fagan, Director of Professional Programs**
UCLA School of Theater, Film and Television

"Graduate students at Taipei National University of the Arts learnt a lot from Weiko Lin's workshops. Many of them sold their screenplays and got produced into feature films, attesting to the effectiveness of Weiko's "recipe" for writing feature screenplays. I am sure *Crazy Screenwriting Secrets* will be beneficial for emerging and professional writers, especially those **with an eye on global filmmaking.**"

— **Daw-Ming Lee 李道明, Professor Emeritus & Founding Chair**
Department of Filmmaking, Taipei National University of the Arts