

# Writing for Tweens

Tweens want to feel more grown up than a child, but they are not yet teens. This in-between time has been labeled TWEEN

What makes the difference in writing for tweens are pizzazz factors and the language.

## Pizzazz factors for tweens

Customization character

Interactive

Sidebars (competing with pop up windows)

Humor

Relevant (keep up with trends)

Layered

Special features

Fiction within nonfiction

Quizzes

Choices

Going green

Disney WOW factors (exceeding expectations with show/cast/touch/setting)

Sounds like me!

Experiential

## Marketing terms for teens (that are filtering down to tweens)

Other new terms in marketing reflect how teens feel and what will gain engage their purchasing interest. These are quickly moving into the way tweens think and include:

- **autonoME** that means teens feel empowered and think they can move through society with little help from parents. They feel in control through technology, can choose when they want adult help, and thus say, “You’re not in charge of me.”
- **VIPremium** reflects the belief that at least 1 in 5 teens feel they really will get to be a VIP, at least for 15 minutes of fame. U-tube and online communities make this seem very possible. It’s also the democratization of celebrity, where they feel as important as celebs. It has given rise to American Idol type camps for teens.
- **Obsolescence** means change is essential and teens are ready to trade up to the new technology even when they just bought the latest.
- The **BigEasy** is the belief that there’s a simple solution for everything. There’s no need to read a tedious owner manual when you can google for a fast answer.
- **KAGOY** means kids are growing older younger. However, psychologists say they are mimicking teens and not really processing/comprehending the significance better than in past generations.

For boys, books are short, fast-paced action, easy-to-read and use lots of humor

For girls, tween fiction includes romance and a hip voice (middle grade books don't need this and are still viable)

Tweens' habits are not at all reflective of their parents.

They are engaged with all things digital, from computers and cell phones to the MP3 players.

Tweens are exploring their world and not as inhibited as teens. They are willing to try more and enjoy challenges.

A Good source for what's happening with kids/tweens  
<http://marymanzsimon.wordpress.com/>

## **Incorporating Disney dazzle in writing for tweens**

### **Show**

From the cover to layout to how the words show rather than tell, this element is part of the visuals tweens see with a book.

### **Setting**

The stage for the words.

If there are segments, carry through with the theme.

Chapter titles show setting.

Dress, food, and descriptions of other visuals add to setting

In Minispirations carries through the miniature ideas into all segments

Pretty little thoughts

Wee wisdom

Cool mini-crafts

Tiny sparks of imagination

**Touch points** are each place you can interact (touch) a tween. This includes a blog that compliments the book, book tours, events, and various ways to personalize within the pages.

### **Cast**

People in the book

Ways tween and friends can experience the book (quizzes, activities, friend fun)

Real problems with real tween language