



## 75 x 75 = Flash Fraction

*Helena Mallett*

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A Flash Fiction collection of 75 short stories all captured in exactly 75 words. Birth, death, IVF, forbidden love, infidelity and alien abduction are all here. From the humorous and painfully poignant to murderous cold-blooded revenge, each story aims to entertain, often with a surprise twist.

## 75 x 75 = Flash Fraction Details

Date : Published September 22nd 2012 by Marsh Cottage Publishing (first published May 8th 2012)

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Author : Helena Mallett

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## **From Reader Review 75 x 75 = Flash Fraction for online ebook**

### **Mary says**

This was fascinating!

Well written, well thought out stories, consisting of only 75 words - amazing!

Helena Mallett followed me on Twitter, so I followed back. Of course, I always go to a new follower's site to see what cool writing the author is up to. When I saw this title, I was without question - intrigued.

I sent a tweet to Helena disclosing I was a book reviewer, and without delay she delivered a copy of 75x75=Flash Fraction for my Kindle. I read a few stories and was hooked and curious. So, I sent another tweet and asked her if it was hard to write a story in 75 words.

She tweeted back her answer: "It's a discipline that I love - cutting and honing until there's 75 words."

I bet it's a discipline, and Helena Mallett has mastered it. There is a subject for everyone in her collection of 75 stories. It's a fun, quick, easy read, which activates your brain. Loved it!

In Helena's original answer, she shared: "I'm now writing a new book of 75 x 75 word conversations."

I can't wait to read it!

75x75=Flash Fraction is for readers of all ages to enjoy. Love that title!

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### **Debbie Young says**

This was my first encounter with Flash Fiction (i.e. VERY short stories) and it was a revelation. Lots of stories of just 75 words, mostly with a twist at the end, across a wide range of subjects, settings and characters. I picked it up at bedtime thinking, oh a few of these will be enough before I go to sleep, and ended up reading the lot - couldn't put it down. The choice of words has to be so careful with such a tiny range - it's like Twitter's answer to short stories - but the author chooses them with poetic care, and sometimes it was almost like reading ancient, alliterative Norse literature (sorry if that sounds pretentious, but when we dipped into it at uni, it made a big impression on me!) She deserves a nicer cover design than this to do her justice as a serious writer who is well worth reading!

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### **Tony Talbot says**

Writing flash fiction – short or very short stories is an art form. It's almost as hard as poetry to get an image and a story into so small a space.

Helena Mallett manages it almost 75 times with 75 stories in this eclectic collection of tales, most of which

work wonderfully well. In these little gems are stories of alien abductions, forbidden love, infidelity (which crosses gender and stereotype barriers), incest and allergies.

Some of the stories are incredibly poignant – **The Cap**, **Simple Things Really** and **Last Ferry** jumped out at me, and I read them a few times, enjoying them more each time.

Mallett has an eye for alliteration and sibilance, and she uses our expectations like the punchlines of a joke or a twist in the tale to make the endings more powerful when they do hit us.

Not all of the stories worked for me – **The Tube** didn't a lot for me, neither did **Iron**, but most of these work – and out of seventy five, I'd say I enjoyed sixty of them. Not a bad average, and certainly better flash fiction than I'd manage.

The stories that did work well were the twists and the jokes – some of them I had to read three or four times before the full effect hit me. **Wee Cough** was a delight, especially the punchline. **Taut Trousers** was a delightful twist of sexual imagery at the...climax.

There were tales of sadness and parental loss in there as well, people I wanted to know more about – **The Knock** and **Absent Son** stand out among a few others.

Overall, a book to be dipped into; if you do that, I can almost guarantee you will come out with something to make you think - or even more precious – to make you smile.

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### **Anne says**

Although I do read short story collections every now and again, I often find that I'm left feeling a little let-down by them.

Although I've heard the term 'flash fiction', I'd never investigated it further until I came across Flash Fraction. Helena Mallett's book is a collection of 75 short stories - very short stories - each one is exactly 75 words long. I was intrigued, and wondered just how this would work - how on earth can a story be told in so few words?

I've been really surprised and very impressed by Flash Fraction. Each story does indeed stand up on its own, and each one is so cleverly put together, and the best thing about the stories is that most of them have a little unexpected twist at the end.

It must be incredibly difficult to incorporate an interesting, often funny and always quirky story into such a short space, but Helena Mallett seems to do it with ease. The collection includes stories about everything from love to aliens, each one is very different and each one makes a lasting impression.

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### **Sarah says**

Actual rating I'd give this book - 3.5 stars...

75 x 75 was definitely an interesting book. A lot of the short stories left me curious and wanting more but I thought others were a little boring to be honest. Some of the stories were sad, some were funny; there was a lot of different emotions in each story. The stories I really loved were the ones that surprised me (and there was quite a few surprising ones).

This book proves that Helena Mallett is talented writer and I think she has so much potential. I'd definitely read another one of her books and I'd recommend this book to anyone who is looking for an interesting quick read.

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### **Judith Barrow says**

absolutely brilliant! A must read for all interested in flash fiction. Can't wait for the next 75!

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Author of - Pattern of Shadows

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### **Paddy O'callaghan says**

This book is absolutely brilliant, The stories are all very clever, and amazingly well written. The twists in these tales are LOL LMAO funny. Lets hope Mallett writes some more.

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### **Rekha Seshadri says**

\* (Micro fiction 10 to 100 words) (Flash fiction 101 to less than 1000 words)\* \* Stories on the higher end - 500 words and above, mostly appear in magazines and newspaper supplements. \*

Most of the stories stand out, specially the ones that are more dialogue oriented than narration oriented. It is difficult to write in so few words and yet leave the readers satisfied.

I downloaded this on National Flash Fiction Day (16 May) when the author offered it for free since I enjoy writing and reading micro and flash fiction.

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### **Millie Burns says**

This was a delight to read. So many clever little vignettes. I truly was surprised at how much emotion could

be drawn out of me, over and over, by 75 little words.

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### **Georgia Rose says**

It's a difficult task writing 75 stories in 75 words, even coming up with that number of ideas is daunting let alone editing them to fit into this exacting framework yet Mallett skilfully seems to manage this with ease. I'm sure they're not to write but her flowing tales are effortless to read and you really can't stop once you start. Some are complete stories whilst others are well observed snapshots on all stages of life and covering every level of emotion. Thoroughly enjoyable and ideal reading when you don't have the time or the concentration level for tackling a novel. I'd recommend to all.

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### **Taiyewo says**

I received the book for free through Goodreads First Reads.

I started reading it and already LOVE it after 2 pages in!

....Finally got down to read this and it was well worth the wait. Hope there's another book like this one. Each story was short and sweet and even a bit funny.

Awesome idea!!!

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### **Lynxie says**

Where to begin... At the start.

Not every piece in this book worked for me, but a lot did. I appreciate the incredibly subtle way one must say just enough, to convey the veiled and real meaning yet not give it away. All this too in just 75 words.

Two shorts struck me with such force I had to dwell on them, deconstruct them, bask in their glory, bathe in their brilliance and then reconstruct them again in my mind.

Dead Skin and Taut Trousers were simply mind blowing. I loved the fact that I initially thought one thing was happening, but within those 75 words, a completely different thing was. These were powerful writing at its best.

The style (75, 75 word flash or micro fiction stories) may not be for everyone. If you are keen to try this amazingly vast collection I recommend sitting down in a quiet spot, turn your phone off, lock the door and drown yourselves in this amazingly well written book.

Writing flash or micro fiction is certainly an art form, one that Helena is very good at. Job well done!

