

The Writing Craft



Power 1: Inspiring Ideas

The Main Theme or The Heart of Your Message



Power 2: Empowering Organization

The Framework of Your Writing or The Logical and Intriguing Pattern of Ideas



Power 3: Original Voice

The Unique Writer Comes Out Through Your Style and Words or The Soul and Magic of the Writing



Power 4: Sentence Flow

The Flow and Rhythm of the Writing or The Way in Which the Language Plays to the Ear



Power 5: Amplify Words

Choosing Precise Words that are Rich and Colorful



Power 6: Brilliant Beginnings

The Beginning Should be Enticing to Draw the Reader into the Story



Power 7: Effective Endings

The Ending of the Writing Needs be Powerful and Effective or It Should Leave the Reader Thinking



Power 8: Enhance Conventions

The Mechanics of the Writing or Spelling, Grammar, Capitals, Punctuation, and Paragraphing

***You must MASTER all eight powers to possess
The Writing Craft!**