

# **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!**