#### The 20 Pillars of

### GREAT WRITING

#### From William Laurent



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#### Clarity

Clear writing is the foundation of effective communication.

Use simple, concise language to convey your ideas and avoid ambiguity.



### O2 Simplicity

Untangle complex concepts for your readers.

Remove unnecessary jargon and convoluted sentences to make your writing accessible to a wider audience.



#### Conciseness

Clutter is the #1 enemy of a writer.

Eliminate redundant phrases and extraneous words that don't contribute to your core message.



### 1 Authenticity

Create a personal connection with your readers by developing a unique writing voice that reflects your personality.

Be yourself, and your writing will exert a special appeal.



## 05 Form

Without good structure, your writing will irreversibly implode.

Plan each chapter/section as meticulously as a Mozart sonata, with a clear presentation, thorough development, seamless recapitulation, and a powerful conclusion.



## 06 Cadence

Every word, sentence, and phrase, must work together, in rhythmic synergy, to create a harmonious reading experience.

What sets remarkable writers apart is the melodic quality of their writing, where words are meticulously structured ensure impeccable flow and pacing.

#### Consistency

Maintain uniformity in style, tone, and formatting throughout your writing.

Consistency enhances readability and keeps your messaging crisp and coherent.



#### Restraint

Never tackle too much in a single chapter or article. Inexperienced writers often take on more than they can handle.

Unbridled ambition leads to a scattered and disjointed end product.



#### Empathy

Know your audience.

Effective writing hinges on your capacity to cater to the needs, interests, and understandings of your target audience.



#### Credibility

Build trust with your readers by demonstrating subject matter expertise.

Back up your statements with reliable sources, data, and evidence.



### Specificity

Use concrete examples to paint a vivid and realistic picture for your readers.

Lived experience adds substance and authenticity to your writing.



### 2 Color

Color injects depth and richness into your writing, allowing readers to engage with abstract concepts on a more visceral level.

The use of characterization, dialog, foreshadowing, and inventive rhetorical devices will transform your words into a highly emotional reading experience.

#### Vocabulary

A strong vocabulary enables you to precisely express your thoughts.

Words are the only tools you have. Learn to use them with originality and care.



#### Respect

Be authoritative without talking down to your reader.

Avoid from summarizing what's already been covered or directly telling them what you will write about next.



#### Collaboration

Writing is a team effort.

Even the most famous writers have a squad of editors and fact-checkers. Prioritize peer review as part of your quality control process.



#### Revision

Writing is rewriting.

Dedicate time to revising and editing your work, striving for clarity and rigor in each sentence. No one gets it right the first time. A skilled editor will be your best friend.



#### Artificial Intelligence

Leverage AI to its maximum potential but remain mindful of its constraints.

While AI can provide a strong framework for your writing, it can't rescue lousy writing and make it strong.

Continuous effort is the key to improvement.



#### Tools

Master a wide variety of online writing applications to continually improve the quality and impact of your writing.

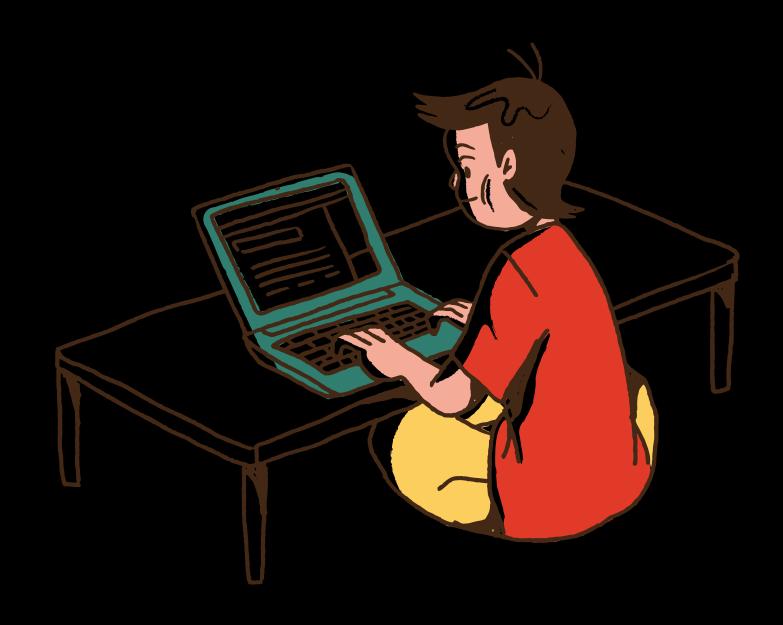
Accept no excuses for poor grammar, misspellings, and plagiarism.



#### Illustration & Design

We live in a visual age.

Supplement your content with attention-grabbing imagery and graphics whenever possible.



## 20 Enjoyment

Your audience knows when you are having fun.

Relax, smile, take a deep breath, and let your words flow. Your best writing emerges when you are delighting in the moment.



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