

The 20 Pillars of

GREAT WRITING

From William Laurent



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01

Clarity

Clear writing is the foundation of effective communication.

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



02 Simplicity

Untangle complex concepts for your readers.

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



03 Conciseness

Clutter is the #1 enemy of a writer.

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



04 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 to ensure impeccable flow and pacing.

07

Consistency

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

Consistency enhances readability and keeps your messaging crisp and coherent.



08

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.



09

Empathy

Know your audience.

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



10

Credibility

Build trust with your readers by demonstrating subject matter expertise.

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



11

Specificity

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

Lived experience adds substance and authenticity to your writing.



12

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.

13

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.



14

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.



15

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.



16

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.



17

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.



18

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.



19

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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