

Eat.Drink.Blog
5 November 2011
with Valerie Khoo

7 Ways to Make Your Writing Shine



Writing courses for pleasure and profit

SydneyWritersCentre.com.au

Who am I?

Sydney Writers' Centre



- Milsons Point, Sydney
- Short courses – practical, info-packed
- Our students gets results

SydneyWritersCentre.com.au

Sydney Writers' Centre



- Magazine writing
- From blog to book
- Sell your ebook on Amazon
- Creative writing
- Travel writing

Enterprise
Valerie Khoo



Ideas. Information. And an insight into the minds of other small- to medium-sized business entrepreneurs with Valerie Khoo.

Here's the [previous avatar](#) of Enterprise, where you can find the archived blog.

www.valeriekhoo.com

[Twitter](#) [RSS](#)

Managing Topics

Hr & Staffing (49)

All Hr & Staffing (49)

Staff (24)

Networking (20)

Consultant (5)

Employment (4)

Recognition (4)

[More Hr & Staffing »](#)

Running Your Business (48)

All Running Your Business (48)

Product (23)

Strategy (18)

Success (18)

Cash Flow (11)

Business Plan (5)

[More Running Your Business »](#)

Planning (41)

All Planning (41)

Staff (24)

Strategy (18)

Cash Flow (11)

Business Plan (5)

Equity (2)

[More Planning »](#)

[Legal \(21\)](#)



Avoid the Xmas cash flow crunch

VALERIE KHOO | How to ride out the quiet period to make sure you're around to celebrate the new year.

How to build your personal brand

Valerie Khoo | There's more to building your business than shoring up your operations and systems.

Brothers in business: the fabulous Baker boys



Valerie Khoo | Franchising and a spirit of constant learning has paved the way to success for these entrepreneurial brothers.

Advi

Fe

C
T
H
N
F

S
H
C

Advi

Be



Robert Kiyosaki drops into my office

This week I was thrilled to interview best-selling author Robert Kiyosaki. He dropped into the Sydney Writers' Centre and we chatted about his new book *Midas Touch: Why Some Entrepreneurs Get Rich – And Why Most Don't*, which he co-authored with Donald Trump. Robert has built an entire empire on his "Rich Dad, Poor Dad" series of books so it was great to be able to chat to him about his writing and book marketing strategies. [...]

My Life in a Minute – 4 November

4 November 2011



Cage fighting. Hair Straightening. Slapping. And venture capitalists. What a minute! [...]

Sign up for your weekly update to your inbox

First name:

Last name:

Email address *

Get updates

Find me on:



writingbar.com

WRITINGBAR

Writing resources for pleasure and profit



SYDNEY
WRITERS'
CENTRE



Book news/reviews

Meet the writers

Grammar/punctuation

Business writing

Competitions

Courses

Screenwriting

Memoir

Magazines/newspapers

Fiction

Oops words

Writing tips



Sign up for your weekly update to your inbox

* First name:

* Last name:

* Email address:

- I would you also like to receive the Sydney Writers' Centre newsletter about upcoming courses and events.

What is Writing Bar?

Writing Bar is the blog of the [Sydney Writers' Centre](#). You'll find resources, tips, videos, podcasts and a range of

7 Ways to Make Your Writing Shine

I. Know your reader



I. Know your reader

- Why?
- Reader profile

Reader profile

- Age
- Gender
- Demographic
- Income level
- Education level
- Understanding of your topic
- Give them a name

2. Plan your writing

- Structure vs let it all out
- Your reader will have a better experience
- Build credibility – referencing
- Extra research – surprise your reader

3. Active versus passive

What is this?

- **Passive sentences slow the action**
- **Distances the reader**
- **Often used by bureaucrats and politicians**

3. Active versus passive

Passive sentence

You are loved by me

Active sentence

I love you

3. Active versus passive

Passive sentence

Coriander was used by the chef to create a distinctly Thai flavour.

Active sentence

The chef used coriander to create a distinctly Thai flavour.

3. Active versus passive

Passive sentence

Wines were chosen by the sommelier to match each course.

Active sentence

The sommelier chose wines to match each course.

How to make a sentence active

Easy : just bring whoever or whatever is doing the action up to the front.

4. Show, don't tell



4. Show, don't tell

Telling

The restaurant was crowded and busy.

4. Show, don't tell

Showing

Outside the restaurant, the queue of people waiting for tables extended down the street. Inside, the maitre'd fielded phone calls every couple of minutes from keen diners eager to secure a seat.

4. Show, don't tell

Telling

The meat was tough.

4. Show, don't tell

Showing

My jaw hurt from chewing the steak
just to get it to a state where I could
swallow it.

5. Size matters



5. Size matters

- Sentence length:
around 15 to 20 words
- If 30 words, consider splitting the
sentence into two

SydneyWriter
sCentre.com.a

6. Killing your darlings



6. Killing your darlings

- What does it mean?
- You might love it - because it does serve your reader
- Have you over-researched?
- Do you really need to tell us every single part of the story?
- Chronological may not be the best way

7. Rewriting and editing



7. Rewriting and editing

- Grammar, punctuation and spelling
- Read it out loud
- Can you make it tighter – what can you cut?

Suggested exercises

Want to get into magazine writing?

Write some posts in the style of that magazine.

Suggested exercises

Write an entire post without using the word “I”.

Your questions

Thank you



SydneyWritersCentre.com.au