Eat.Drink.Blog

5 November 2011 with Valerie Khoo

7 Ways to Make Your Writing Shine



Writing courses for pleasure and profit



Writing courses for pleasure and profit

Who am I?

SydneyWritersCentre.com.au

Monday, 7 November 11

Sydney Writers' Centre



Writing courses for pleasure and profit

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

Sydney Writers' Centre



Writing courses for pleasure and profit

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



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 »

All Planning (41)

Business Plan (5)

More Planning »

Planning (41)

Staff (24)

Equity (2)

Legal (21)

Strategy (18) Cash Flow (11)



Valerie Khoo.

find the archived blog. www.valeriekhoo.com

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

Here's the previous avatar of Enterprise, where you can

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.



C

т

th

NE

S

H

C

Advi

valeriekhoo.com

Valerie Khoo Words. Entrepreneurship. Technology.



HOME ABOUT VALERIE LATTE MAGAZINE CONTACT SYDNEY WRITERS' CENTRE

SEARCH



My Life in a Minute – 4 November

4 November 2011



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

First name:	
Last name:	
Email address *	



writingbar.com

Writing Bar Writing Resources for pleasure and profit	SYDNEY WRITERS' CENTRE
Book news/reviews Veet the writers Grammar/punctuation Busi	iness writing Competitions Courses
Screenwriting Memoir Magazines/newspapers Fiction Oops word	Is 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. Get updates What is Writing Bar? Writing Bar is the blog of the Sydney Writers' Centre, You'll

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



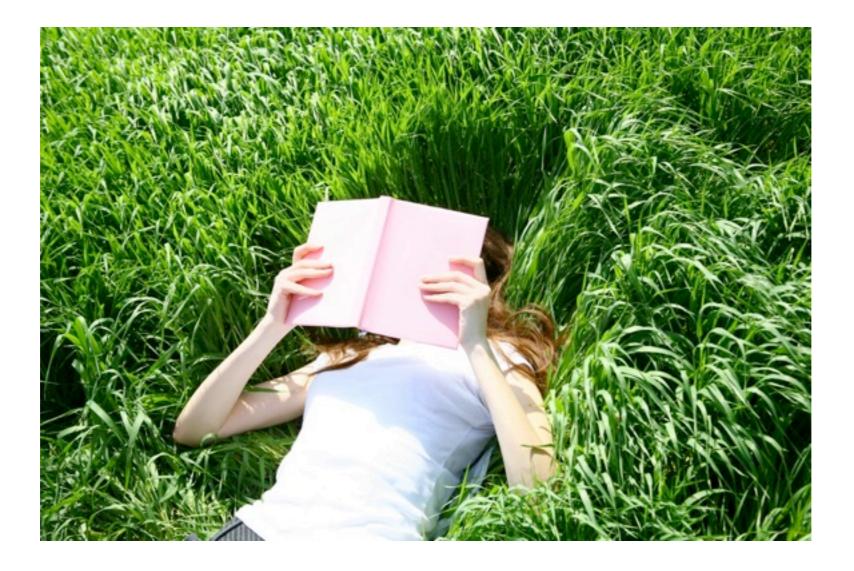
Writing courses for pleasure and profit

7 Ways to Make Your Writing Shine

I. Know your reader



Writing courses for pleasure and profit



I. Know your reader



Writing courses for pleasure and profit

- Why?
- Reader profile

Reader profile



Writing courses for pleasure and profit

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

2. Plan your writing



Writing courses for pleasure and profit



2. Plan your writing



Writing courses for pleasure and profit

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



Writing courses for pleasure and profit

What is this?

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



Writing courses for pleasure and profit

Passive sentence

You are loved by me

Active sentence

I love you



Writing courses for pleasure and profit

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.



Writing courses for pleasure and profit

Passive sentence

Wines were chosen by the sommelier to match each course.

Active sentence

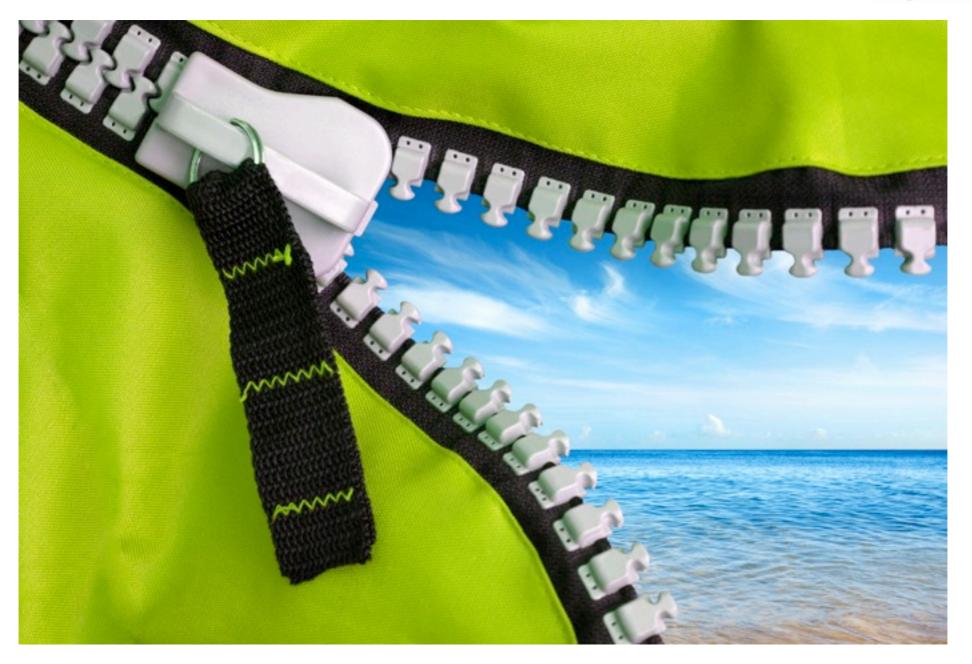
The sommelier chose wines to match each course.

How to make a sentence active

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



Writing courses for pleasure and profit





Writing courses for pleasure and profit

Telling

The restaurant was crowded and busy.



Writing courses for pleasure and profit

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.



Writing courses for pleasure and profit

Telling

The meat was tough.



Writing courses for pleasure and profit

Showing

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

5. Size matters



Writing courses for pleasure and profit



5. Size matters



Writing courses for pleasure and profit

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

6. Killing your darlings



Writing courses for pleasure and profit



6. Killing your darlings



Writing courses for pleasure and profit

- 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



Writing courses for pleasure and profit



7. Rewriting and editing



Writing courses for pleasure and profit

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

Suggested exercises



Writing courses for pleasure and profit

Want to get into magazine writing? Write some posts in the style of that magazine.

Suggested exercises



Writing courses for pleasure and profit

Write an entire post without using the word "I".



Writing courses for pleasure and profit

Your questions



Writing courses for pleasure and profit

Thank you

