



see jane...  
**write!**  
(thumbnail)

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*presented by*  
**Jane Aronovitch**

see j@ne w@rite!

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## What we'll cover...

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- Defining good writing
- The inside view (good construction)
- The outside view (good structure)
- The aerial view (good strategy)
- Putting it all together



Defining good writing

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# Good writing

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Good writing is hard to define—  
and even harder to find...  
...but you know it when you see it.

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## Characteristics of good writing

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- Clear
- Consistent
- Complete
- Correct

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In a nutshell...

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Good writing...

...WORKS!

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# What makes good writing work?

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Let's look at some examples...

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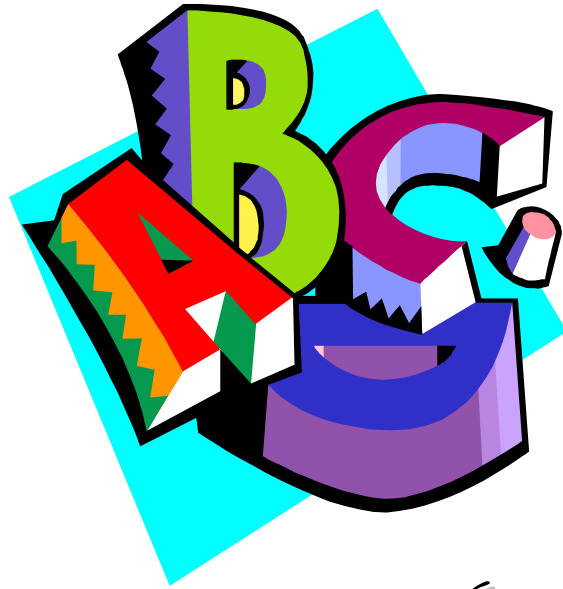
## So how do we make it work?

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We need to look at:

- Inside view – good construction (grammar, punctuation, spelling)
- Outside view – good structure (organization, logic, development)
- Aerial view – good strategy (positioning, the extra zing)





The inside view  
(good construction)

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# Tips, tools, and rules

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Rules for writers...

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## Jane's top 20

- 1 Say something
- 2 Say it like it is
- 3 Say it right
- 4 Place it right
- 5 Don't dangle
- 6 Cut the fluff
- 7 Tell who dunnit
- 8 Use short, strong verbs
- 9 Break it up
- 10 Don't string me along
- 11 Stay lean
- 12 Avoid jargon
- 13 Be explicit
- 14 Stay on the plus side
- 15 Be complete
- 16 Use parallel construction
- 17 Keep it simple
- 18 Start right
- 19 Tell a story
- 20 End right



The outside view  
(good structure)

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# The power behind the words

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## Planning:

- why are you writing this piece?
- who are you writing for?
- what do you want to achieve?

## Thinking about:

- what do you want to say?

## Applying a process—jane's WRITE process

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## Where do you start?

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jane's **WRITE** process:

- F** igure out what you want to say
- O** utline and organize your ideas
- C** reate your document (write 1st draft!)
- U** ncover gaps, errors, blocks (redraft)
- S** ynthesize (redraft again!)

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# Make order out of chaos

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Structure and organization are critical

- Know what you want to say
- Make it make sense
- Help readers find what they want

Let's look at some examples...



The aerial view  
(good strategy)

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## After all is said and done...

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- Does it do the trick?
- Does it work?
- Is it a winner?

Let's look at some more examples...

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## What can we conclude?

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Good writing:

- works from the inside
  - uses the right words well, correctly
- is well built
  - is logical, concise, well constructed
- adds spice, strategy
  - hits the target, adds that extra something that makes it work

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## What we covered

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- Defined good writing
- Looked at tips, tools, and rules – good construction, the inside view
- Learned the importance of organization and flow – the structure, the outside view
- Learned how to tip the balance – with strategy, the aerial view
- Used our knowledge to put it all together