

## J202

Culver

Tip Sheet: Writing Well

Week 2

When you're done writing a story, run through this checklist to find places you can improve what you've written.

### Your Approach

inverted pyramid: does your reader need information clearly and quickly?

narrative: would your reader benefit more from an engaging, detailed account?

does your structure make this story easy to read?

does your structure make this story entertaining?

will your structure make readers remember this story?

### Lead

- straight
  - concise?
  - most important info first?
  - short sentence (35 words or less)?
  - direct, active language?
  - no extraneous details?
- feature
  - introduce a central theme?
  - fit with overall narrative?
  - start a thread to be woven through story?
  - compelling?
  - engaging?

### Writing

Do:

- written simply and naturally?
- fairly short paragraphs?
- visual descriptions?
- active voice?
- precise words?
- clear?
- descriptive verbs?
- consistent tense throughout?
- descriptive modifiers?
- colorful?
- well organized?
- opinion or judgment intended?
- humor intended? appropriate?
- involve the senses?
- showing or telling?
- use variety?
- rhythm?
- pace?

Don't:

- wordy?
- empty words or phrases?
- too many big words?
- clichés?
- jargon, euphemisms, pretentiousness?
- offensive language?
- trying to express or impress?