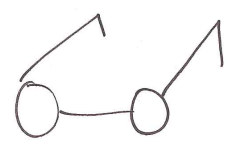


Making Short Writing

POWERFUL



- Include specific, vivid physical details
- Dare to use a single elegant word
a grace note - in otherwise straightforward prose
- End the passage with a delightful jolt - a clever ending 
- Keep it focused 
It all has to be about what
it's really about