

Elevate your writing

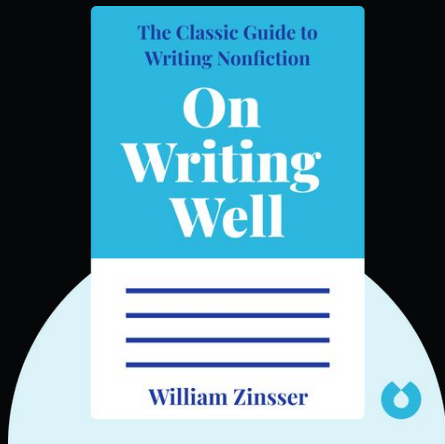
(extremely distilled from 6 books you can explore next)

- ★ Strive for **simplicity**
- ★ Keep it **focused and consistent**
- ★ **hook** → **tension** → **solution**
- ★ POP - **personal, observational and playful**
- ★ Use **active voice**
- ★ Be **engaging**...through storytelling, sharing experiences, address the reader
- ★ **Verbs power up**, balance adverbs and adjectives
- ★ CRIBS - **avoid confusing, repeating and boring** parts and **double down on interesting and surprising** elements →

On Writing Well

by *William Zinsser*

On Writing Well (1976) by William Zinsser is an indispensable guide to the art and craft of nonfiction writing. Adapted from Zinsser's writing course at Yale University, this handbook introduces the principles of good writing in a warm, accessible way. What's more, it's packed with tips, tricks, and tools for polishing prose to perfection.



[Key insights](#)



Bird by Bird

by Anne Lamott

Told from the personal perspective of author Anne Lamott, *Bird by Bird* is a guide toward becoming a better writer and improving your life along the way. Lamott's distinctive approach, honesty and personal anecdotes make this book a must for writers or anyone who wants to become one.



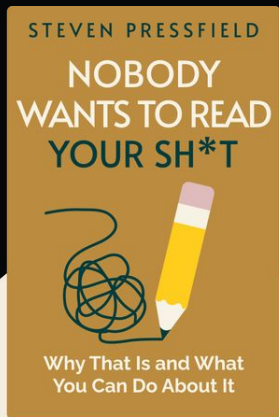
[Key insights](#)



Nobody Wants to Read Your Sh*t

by *Steven Pressfield*

Nobody Wants to Read Your Sh*t (2016) is a guide to the ins and out of writing, whether it's a book, a screenplay or advertising material. Making a living writing isn't an easy thing to do, especially since the last thing a busy person wants to do is read some poorly written manuscript. But with these helpful tools and the insight of a 30-year veteran of the industry, you can be on your way to writing the kind of captivating work that people love to read.



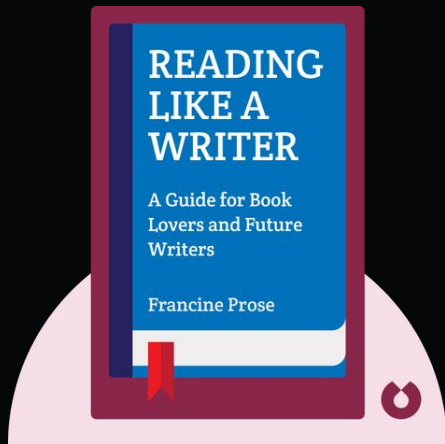
[Key insights](#)




Reading Like a Writer

by *Francine Prose*

Reading Like a Writer (2006) shows us how to read literary masterpieces with open eyes. These blinks explain the patterns of writing that make fiction memorable, powerful and authentic, helping us slow down our reading and find more enjoyable experiences in every book.



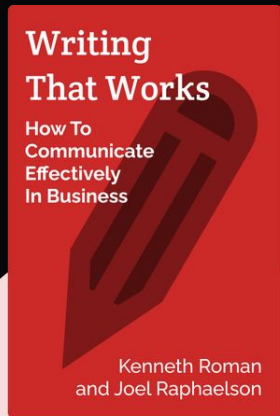
 [Key insights](#)




Writing That Works

by Kenneth Roman and Joel Raphaelson

Writing That Works (1981) is the definitive guide to business writing. These blinks are full of advice on how to write clear, compelling and succinct business communications, covering everything from quarterly reports to presentations, emails and even resumes.



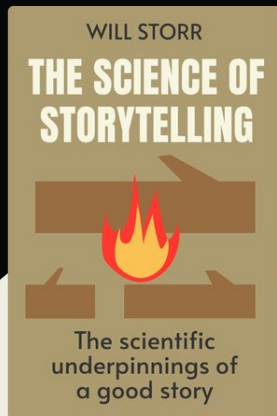
 [Key insights](#)



The Science of Storytelling

by Will Storr

The Science of Storytelling (2019) shows you how to craft a compelling story using lessons from psychology and neuroscience. These blinks walk you through the steps of creating a narrative that grips your audience by subtly manipulating their brains. From demonstrating how to create a perfectly flawed character to explaining the power of stimulating details, Will Storr reveals the crucial elements that go into building a great story.



[Key insights](#)





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