

2006 NABE Communications Section Workshop

**RISING TO THE TOP OF
BAR COMMUNICATIONS**

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Albuquerque, New Mexico*

BREAKOUT SESSION

Friday, October 13, 2006

**Romancing the
Language -
Writing for Impact!**

Gloria Newson
Changing Perspectives

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Ten Suggestions for Impact Writing

By

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1. Write to excite the mind, stir the emotions, touch the heart, and move the reader to *act now!* Permit the reader to live the experiences you are writing about. “*I was there. I want in.*” *Write and record conversationally!* First things first! Write like you talk. Edit the work later! You may choose to utilize audiotapes or CD ROMs. Your recordings should flow effortlessly.
2. Decide early on in your writing what person you will write, i. e., *I or We*. Remain consistent. Singular? Plural? First person? Second person? Third person? It’s wise not to point fingers.
3. *Are you a Storyteller?* Tell a story! Tell the story well. Everyone wants to hear a good story. Paint a word portrait. Position your reader on the canvas. It will surely take them by surprise. Remember the power of first impression. As the reader recognizes himself, he’ll be impressed.
4. *Are you Comedic?* Is there laughter when you speak? Humor can be subtle yet very effective. Talk about humorous people, places, and things – even when you are writing technically. Never underrate humor. It’s absolutely amazing what humor does to any written document.
5. Read aloud, selected excerpts from things you have written. Stand on your feet for impact. Listen objectively! What do you hear? Does your writing have a voice? Whose voice is it? Romance the language. Become intimate with each recorded word. Revisit ordinary words. Passion! Passion! Passion! More Passion. Passion attracts. Passion can’t be overemphasized.
6. Make life simple. Choose and focus on subjects your targeted audience can readily relate to. It is always easier to write about the subjects you know, subjects you love, and understand. Include personal examples and familiar things – your profession, hobbies, special interests.
7. Choose a time of the day or night that is best for you to write. Commit! Commit! Commit! Just sit down and write – or record your thoughts. Do not censor your initial thoughts. Outline the subject matter before you begin to write, but don’t force your writings to unfold. Writing is fun. Let your document or manuscript develop, change, and unfold miraculously.
8. Get excited! Your ideas will look better in print. Many of your best ideas remain unexpressed. Ideas are like people – searching the world over for an inviting place to land and call home. Now is the time to write; it’s never too late. Do not permit others to discourage/distract you. Write about a subject that is of genuine interest to you, and others will buy it – or buy into it.
9. Write about your visions, true experiences, and subjects that you enjoy talking about the most. Don’t be concerned about what others will think about your writing style or subject matter. Writing is a journey. Enjoy the process of researching, developing, and sharing information.
10. Have faith in your ability to write a successful document/manuscript. Trust your creative spirit. When you believe in the subject – others will be drawn in. Professional editing does wonders! The author’s personality should be woven into the fabric of his/her masterpiece, ego included!



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and top volume producing
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Seminar Director • Consultant • Strategist

Gloria Newson: Motivational seminar director, consultant, writer, editor, poet, author, and the president of *Changing Perspectives* for the past 20 years. She teaches Upper One-Percent Thinking Strategies to profit and non-profit, organizations, diversified groups and individuals. International clientele include business executives, media personalities, sales and marketing consultants, legal/political representatives, administrators, educators, artists, federal/state/municipal groups, and students of all ages.

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