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**Ten Rules of Writing Good**

**By Jed McKendrick**

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In our hectic, word-based society, it's good to know how to use words good. For instance, as a marketer on the internet, it might be good if you could use words good.

Because you might want to write an article with words, so here are some rules about it:

**1. Parts of Speech Add Zest!**

Parts of speech include things like nouns, pronouns, verbs, and proverbs. They can really spice up your articles, so sprinkle them throughout your articles.

**2. Don't Forget the Headline!**

Without the headline, your article will just look like a big lump of words. Or like a bunch of smaller lumps if you use paragraphs. Try to choose a headline that tells the reader something about the article, like what it's about.

**3. Know Something About Your Subject!**

If you are not very smart about the subject of your article, ask someone to read it who is or else it could be really bad.

**4. Sentence Length!**

## Ten Rules of Writing Good

Readers get distracted by different sentence lengths. It's not important how long your sentences are as long as they are all the same. When you are done writing an article, go back and take some words out of the long sentences and put them in the short ones. This will make your readers more absorptive.

### 5. Include Some Knowledge!

For instance, if your subject is How To Make More Sales, you should actually include some information

about that subject so your readers will benefit and buy something from you, hopefully something that doesn't suck.

### 6. Don't Use Words You Don't Know!

One of the most horipulating things you can do to a reader is use words semaphorically. If you're not sure what a word means, just ejaculate it for another one.

### 7. Use Action!

Don't write limply. Let your reader feel the wind in their hair with explosive, action-packed verbs, of which I can't think of any right now.

### 8. Exclamations Get Attention!

HEY!!!!

See?

### 9. Involve the Reader!

Don't just talk AT your reader, try to get them involved in a dialog even though you can't. Still, it's a really good thing to do. One way to achieve this is by asking questions.

Wouldn't you agree?

### 10. End On A High Note!

Try to say something really good right at the end so readers are left with a good feeling about you and want to buy something from you, hopefully something that doesn't suck.

And don't forget to wrap up by reminding the reader what everything you just said was, like that it's good to write good because it can benefit you!

Jed McKendrick isn't a real idiot, he just plays one on the internet. Please visit and buy WebPosition Gold, which doesn't suck. <http://www.Omni-Comm.com>

## **How To Write**

**By Michael LaRocca**

### **How To Write by Michael LaRocca**

#### LEARNING HOW TO WRITE

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As a student of Spanish, my goal was to think in Spanish. Skip the word-by-word translation so I'd have the necessary speed to speak and listen. I know words in Spanish that I'd be hard pressed to translate. Usually profanity, I confess. Chingow!

For years my students here in China have studied grammar, and know it better than you or I. They read. They write. But speaking involves moving faster than that. In conversation, we don't have time to write it first and make sure it's all grammatically flawless, then read it aloud, perhaps after a bit of rehearsal.

So, I try to give them a chance to practice putting words together on the fly, rules be damned. The rules they've internalized will kick in and keep them comprehensible, which will build their confidence in their ability to keep creating conversation that way.

This is not unlike what we go through as authors. First we study rulebooks, perhaps take some classes, and conclude just about everything we're doing is wrong. So many rules to memorize. We might dread sitting down to write with all those constraints.

But really, it's not about memorizing rules at all. It's about

## Ten Rules of Writing Good

internalizing the rules, following them (or not if you prefer) without being consciously aware of what they are. They're there, but in the background.

The story's what matters. You're supposed to be having fun, not "working." At least not during the creation phase.

We don't always take the time to say, "I've written ten active sentences in a row so maybe I'll whip in a passive one now" or "I need a beat for every X lines of dialogue." I published four novels and edited dozens more before I learned what a beat was. (It's a pause so the reader can catch his/her breath.)

And, of course, since it is writing and not speaking, we can

always go back and revise later. Then rely on editors to catch what we missed, or at least make us wonder why we wrote it this way instead of that way.

Some authors aren't even consciously aware of "the rules." They've never taken a class, never read a book about writing. They're simply avid readers who one day decided to write. But they've internalized the rules as well. It comes from reading.

I've said it before and I'll say it again. If you want to write, you must read. If you don't like reading, maybe writing isn't for you. It's not about writing because you want to say, "I am a writer." It's about writing because you enjoy writing.

And, it's really nice when you've been writing for a long time to go back and read a book about how to write. You might find one or two things to tweak in your technique, as opposed to a daunting laundry list of flaws. It's much easier to internalize one or two new rules than 50 or 100!

Michael LaRocca's website at <http://freereads.topcities.com> was chosen by WRITER'S DIGEST as one of The 101 Best Websites For Writers in 2001 and 2002. He published two novels in 2002 and has two more scheduled for publication in 2004. He also works as an editor for an e-publisher. He teaches English at a university in Shaoxing, Zhejiang Province, China, and publishes the free weekly newsletter Mad About Books.



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