

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Web Writing: Create Writing Flow With Four Uncommon Connectors

By Catherine Franz

Web Writing: Create Writing Flow With Four Uncommon Connectors by Catherine Franz

Web Writing: Create Writing Flow With Four Uncommon Connectors

Connectors -- conjunctions, punctuation, and transitional phrases -- allow readers to process information promptly by creating balance and relationships between sentence parts. The connectors are performing the same work as verbs, objects, modifiers and multiple subjects.

Here are four uncommon connections that will create an easier flow for your readers:

1. Parallel Constructions. This side-by-side structure builds the bond between multiple joined parts. Example: In the children's story, Peter Pan stresses the need "for Wendy to sew" his shadow back on, "for her to return" to Never Never Land with him to take care of the Lost Boys, and "for them to leave" before her parents returned.
2. Beginning your sentence with a conjunction. One way to divide a long sentence or several independent clauses is to make each clause an independent sentence. And, but and or are three common conjunctions used frequently. This shortens the sentence, creates a conversational level, and keeps the reader moving forward.
3. Creating A Series Without A Conjunction. Using punctuation, usually commas but not limited to them, instead of words to separate, opens the door of possibilities in the reader's mind. It allows them to "feel" the "something

more" and mindfully fill in their own words. The series allows readers to sense a separateness rather than a joined relationship. Example: Tinker Bell got angry, didn't like Wendy, flew frantically around the room. Many times editors want to add a conjunction -- and, but or or -- to the last series. When actually it is intentionally not added to create the feeling of possibilities. Ask yourself, "Do I want to create this feeling, or be more adamant with the reader?"

4. Listing Your Series In Order of Length -- From Short to Long. Arranging the words of your series from short to long

and from simple compound/ complex make the process easier to understand. And if you can list them in alphabetical order it expands flow. There has also been research done on how people try to memorize and slow down when they read this type of series.

In the first example, parallel construction, the listing was an exception. The complex part was in the middle because of the chronological series of events.

In the first paragraph, "verbs, objects, modifiers and multiple subjects" is listed in the short to long and create an easier reading flow. If you read the sentence this way: "The connectors are performing the same work as modifiers, multiple subjects, verbs, and objects" your mind stops and goes. Many times this causes the reader to be confused or even for them to exit.

Web writing differs from paper-printed writing because of the way it is read. People scan what they read. This is people don't blink and they approach the Net with a mind set of information overload. Additionally, this is why there are different structural rules. Using connectors is just one such change you need to make in your writing for the World Wide Web.

(c) Copyright 2004, Catherine Franz. All rights reserved.

Word count: 500

~*~*~ PUBLISHING GUIDELINES ~*~*~

Publishing Guidelines: Permission is granted to publish this article electronically in free-only publications, like a web site or ezine (print requires individual permission) as long as the resource box is included without any modifications). All links must be active. A courtesy copy is requested upon publication.

Catherine Franz, is a certified life and business coach specializing in marketing and writing, Internet and info product development. For other articles, and ezines: <http://www.AbundanceCenter.com>.

How To Write An Ebook, One Article At A Time

By John Colanzi

How To Write An Ebook, One Article At A Time by John Colanzi

It's amazing how long it took me to start my first ebook I didn't think of myself as an author.

I knew that information was creating a fortune for others, but who was I to think I could write a book?

I knew all the reasons to do it. The task just seemed so daunting.

I started out writing and submitting articles. It didn't seem as hard, although sometimes the words came slow.

The old story of use it or lose it is so true. Once I started getting some positive feedback, I could feel a shift in my thinking.

The more I wrote the easier it got. As my articles began to circulate the feedback began to increase.

Maybe I am a writer!

Web sites and newsletters starting picking up my articles and some ezines were publishing everything I submitted.

I started writing more articles, and they started becoming easier to write. It was an ever increasing cycle.

The ideas started coming faster. It got to the point I always had more ideas in my mind than I had time to write.

Before I knew it I had over 60 articles and my output was getting faster.

I began to realize that with a little editing to make the articles flow together, I could begin writing books.

I now had my own built in database. Now the ideas for articles are becoming ideas for books. I have tons of articles to expand into chapters and I can link them together into a quality book.

So the next time you sit down to write an article, realize you're really writing a mini book.

Once you start getting in the habit of writing articles, realize you are writing a book, one article at a time.

If this dummy can do it, I know you can!!

John publishes the "Street Smart Marketing". Subscribe now and receive a bonus copy of John's new ebook, "Street Smart Secrets Of Success." <mailto:streetsmart@makenetmoney.com>



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!