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Write With Passion: 4 Steps To Emotionally Charge A Nonfiction Article

By Catherine Franz

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You have just completed a draft of an article. It seems flat, even to you. It needs some spunk. Needs to be more alive. Possibly you're at a loss on how to spruce it up so that it creates an emotional connection with the readers.

A flat fiction character is easier to fix with emotional language than a nonfiction article. Especially if the nonfiction article doesn't include a character or an emotional story. Keep in mind that if you have written the article from a personal experience perspective, then there is a chance you have already included some emotionally charge language. Then all you need to do is ask, "Does the article have enough emotionally charged language to touch my readers, to pull them in, to keep them reading, to move them to action or possibly a conclusion?"

Why would you even want to add emotion to a nonfiction article? It's sure easier not too. Adding emotion to your writing, any type of writing, fuels the reader's attention, helps them connect with the action. It gives the reader an experience. Experience is why people go to the movies or watch TV. More importantly, it keeps them reading.

"What does emotionally charge mean exactly?" Emotionally charged means using language that stirs the reader in some form. Not to sound flippy, but when and how frequently emotions need to occur depends on what the subject, tone, and angle. Yes, even tone matters in a nonfiction article. Is it to be terse, confident, or are you talking as an

expert? Maybe it's a learning tone? From a previous student now teacher. An informing tone, usually overused in nonfiction, turns off readers if used consistently, like in a column, or multiple articles, on your web site, or in a newsletter.

Step 1: Find the Emotion

Begin by defining what main emotion you want the reader to feel or to understand. Were you peeved about something and it set off the writing of this article? Maybe you see a wrong and want to set the record straight, or to convey a

different truth, a truth from your perspective. Is it compassion oriented or spiritually based? Maybe you want to convey an inspirational or motivating tone. Is it love that you want to convey? Love for a topic. Love for a hobby or something you're passionate about. Your love, someone else's, the world's, who's, and how much love do you want to send out?

You can limit the number of emotions according to the word count. Here's a common calculation: 1800 three or four.

You can choose the emotion you want before the first draft. Yet, many writers, including this writer, prefer to add emotion during the second draft or first edit.

Close your eyes and feel your own inner self on your topic. Find the emotion, the tone, give it one or two words, and then write it in the article's margin for easy access. If it's a personal experience, think back to that time, reconnect with that emotion. Did you feel numb, affection, anguish, excitement, shame, guilt, remorse, violent? How about confused?

One of the many reasons I love writing marketing articles is because I see so much misinformation on the topic and it riles my feathers. When this occurs, I write from this emotion and that language naturally flows into the article. Since this isn't the emotion I want to convey to my readers, I rewrite a second draft in the emotion that I truly want to convey. Usually, from a more loving and patient perspective.

What did you hear, smell, touch, see or even taste during the experience? If you personally didn't experience what you are writing about, do you know someone who did? Ask them to share their emotions with you. Put words to those feelings. The taste language doesn't necessarily have to be food related either. Your lips could be dry. Your tongue can taste like you just licked a stamp. Relate the taste to something that the readers can understand because they have experienced it as well. We've all licked a stamp sometime in our life and remember the icky dull bad breath feeling it left on our tongue. My face is curling up just thinking about that taste.

Another way to find the emotion is to relate the article, topic, to music. Does it remind you of a fox trot, waltz, rock and roll, jazz, R&B, what? It could even remind you of a particular song. Can you access the song, or remember the

lyrics? Musically lyrics are great places to find emotional words and language.

Step 2: Connecting

Close your eyes, sit quietly with the article. Sense yourself reading the article in your mind. No, not the identical words but the idea, the vision, the thoughts. If that's a challenge, read the article out loud, very softly, as if reading it to an angel. Even notice where you take breaths. These are places where new paragraphs begin, commas or periods needs to occur. If you run out of breath, maybe the sentence needs dividing, eliminated, or even combined.

You can even tape record your reading. Listen with your eyes closed. This is also a great way to hear the flat places in the article. Identify the emotion from what you hear. Record all the emotional words you hear or feel in the margins. Every word is right, so don't miss any. Place all judgment in a shoe box for now.

Step 3: Adding In The Emotion

Review your words. Brainstorm with a thesaurus, synonym finder, or dictionary. Online you can use: <http://thesaurus.reference.com/>, or

<http://www.acronymfinder.com/>, <http://m-w.com/netdict.htm>.

Continue your list in the margins. Now its time, before the editing process to add in the emotion. If the first draft is very dry, this is a good time to realize that it's not uncommon for writers to rewrite the article completely because the emotion conveyed was too far off at the beginning. If this is the case, consider the first draft a brain dump, a warm up session. And now you're ready to roll. Your hot, the feelings are sizzling.

Step 4: Editing

Usually, editing is to help clarity and tighten. Caution though, it is easy to remove the emotionally charged elements that you painstakingly added. Sometimes, when using an outside editor, someone that doesn't hold the same emotions as yourself, they remove the emotions. And sometimes too, there are too many emotions. There is a delicate balance. However, many editors walk this tightrope carefully and with honor.

Most writing needs energy, needs emotion, that convey the

story, the information, so as not to put the reader to sleep. Or even worse, stop them from reading. And your passion is what needs transitioning from you to them. Watch the magic when you read someone else's material that conveys emotions. See how they use the words. When I'm in the flow, I feel the emotion pushing the pen as fast it can across the paper. I know, through experience, when this is occurring and I'm writing so fast, I have a tendency to leave words out. I use to stop at the end of every paragraph and reread and add them. Don't, let the flow occur. Trust that whatever is needed will again be there for you to filling in any missing blanks. Let the magic come through. Your readers desire it.

Special Note: An accompanying list of emotionally-charged words is available in the Abundance Center's Forms Section.

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3 Main Tips for Writing Articles along with 3 mini tips on your word choice

By Laura Hickey

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3 Tips when Writing Articles

Do you love to write? Do you want to put those writing skills to good use? Perhaps you want to see your name published whether it be in a newspaper, magazine, e-zine or other forms of publication. Here's 3 tips to start off your New Year.

1. Brainstorm

Once you've decided what your writing is going to be about, brainstorm. Think of a new angle for your article. For example: If you're writing for your local newspaper about an author, don't necessarily write only the obvious details. Is there something about this author that makes them unique? What is so great about the book they've written, can you tie it with a current news event and or holiday?

2. Removing the Fluff is a Must!

When writing a first draft, it's expected to have at least some fluff. Fluff is words, sentences, certain aspects of your article that don't necessarily add to your article. An example would be: "I had no energy. My energy had been sucked out of me" Now that's not the great example, but you get the point. A good way to tell if you have fluff is to put your article away for a while. Why? Because when you leave your article for a bit, the next time you look over you'll see aspects of your article popping out. Certain words, facts and excess information that could easily be removed for a smooth flowing article. 3 fast tips that also apply are:

1. Editing– Proof read your articles and remember to use your spell checker. Grammar and spelling mistakes can easily turn your editor away.

2. Simple Language Structuring– You may be an expert in your field, but for others reading about your topic for the first time, your content should be simple. Make sure your sentences aren't run-ons. Are you teaching something? Break down aspects of your article into steps. This will ensure your reader understands your topic better.

3. Be careful of the word "the"– "The" is a common word that sometimes is repeated too many times in the article, causing your article to become repetitious. Use "the" repeatedly if you're trying to make a point.

3. Passion

No, I'm not talking about romance. Passion and excitement in your article. The topic that you choose to write about should excite you. It should be something you enjoy, something you love. If it's a topic

you're not truly interested if, it's going to show in your writing. Especially if it's an article that you put

together in 5 or so minute. Use words to "pump" up your article, actions, appeal to one's senses if it's about cooking. Have the reader become excited and motivated if it's a teaching article.

Laura Hickey is author of Mysterious Chills and Thrills for Kids. Ten Short Stories to Tickle the Imagination. "Spooky" "Awesome" "Unpredictable" Isn't it time you entered the world where shadows lurk and each page turn could be your doom...<http://www.laurahickey.com>



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