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Writing With A Bird's Eye View

By Pat Marcello

You're wondering about that title, aren't you? That's what writing good headlines is all about. You need to make people wonder where you're going with the idea. Uh—oh...

I'm losing my focus!

Ha! I just showed you what I want to discuss.

Focus is keeping your eye on the ball. It's not writing about the optimal condition of golfing fairways when you're writing about an optimal swing. The fairway has nothing to do with the swing—the aim, the position of the ball, yes, but NOT the swing. Right?

Why I said you need a bird's eye view in my title is actually counter to what that really means. Rather than writing about everything you might see from a high vantage point, you need to narrow your little birdy eyes so that you see only what's in front of you—your topic. You must FOCUS.

Let me give you an example of narrowing to a suitable focus:

When you're writing about a popular band for teenagers, what can you write about?

Here are some aspects:

The music The band members Fans The musical genre and where the band's music applies
Anecdotal information about the band Their music videos And on and on.

OK. Let's take the first example. Say you're writing about Evanescence. You can write about the way that Amy Lee sings, how Ben Moody plays, their anthem, "Bring Me to Life," or anything directly pertaining to their music.

When you start writing about where they come from, biographies of band members, direction of their music videos, or anything that ISN'T strictly about their music, you've lost your focus.

Stick to one topic. Maintain focus. No tangents. Keep your mind glued to the subject and write only about one thing. Everything else you may be tempted to drag in can be new articles. How cool is that?

Pat Marcello's focus is writing and you can check out her new book *7 Secrets to Writing Killer Articles* at

<http://pats7secrets.com/killerarticles>

Twig Wreaths For Rustic Or Elegant Appeal

By Dawn Keadic

The thought of twigs may conjure up an old forest, or well-constructed bird's nest. Twigs are also an extremely popular material for wreaths. A wreath can be made entirely of twigs for a rustic, primitive appeal or can have all sorts of materials added to them for a graceful design. They can also accent a wreath for any season of the year whether its Thanksgiving or Valentine's Day.

The charm of twig wreaths stems from their raw, natural beauty. The trend for wreaths made completely from intertwined twigs has boomed. Twigs are naturally bendable and therefore were probably some of the first materials used to make wreaths. Many twigs are naturally highlighted with beautiful berries. Allowing the twigs to stick out away from the wreath in a fan, or swirl shape, makes a wonderful statement in a kitchen or living room, or for a door. Some twigs encompass an entire color all on their own. Bayberry twigs are thin with a slightly blueish-brown color and red dogwood is a beautiful burnt red. Twig wreaths made just with these basic, yet striking materials, will catch any eye.

Twigs are also extremely popular as bases and accents for wreaths. A swirled, red dogwood, twig wreath can be accented with dried herbs or flowers. The addition of fake birds, bumble bees and dragon flies onto a twig base can really bring nature inside. Imagine birch tree twigs fanned out whimsically with accents of leaves from the peak of fall, or a pussy willow wreath with a few, delicate faux butterflies.

Mt. birch wreaths make fantastic bases. They have a dense core, then fan out wildly in a scattered pattern. Leaves, berries, ribbons, or even bulb ornaments will make a tasteful addition to this base. The briar patch wreath also has a wonderfully natural and random effect. These absolutely call to mind a bird's nest. Add faux birds and bird eggs with a few leaves, dried herbs and berries for a rustic appeal.

Twig wreaths can also be graceful and elegant. Matching the pattern of the swirling twigs, greens with daisies or roses can add brilliance to any room. Dried flowers of all shades and shapes also add an exquisite motif to the twig base.

Dawn Keadic enjoys decorating with wreaths, both indoors and outdoors. For more information on wreaths, including wreaths you can make at home, visit

<http://www.unique-christmas-wreaths.com>



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