

The text is framed by two thick black L-shaped brackets. One bracket is in the top-left corner, and the other is in the bottom-right corner, both pointing towards the center of the text.

**“MOVES” OF
EFFECTIVE WRITERS**

BIG “MOVES”

VOICE/PERSONALITY
USE OF DESCRIPTION
EMOTIONAL CONNECTION
DISCOVERY/REVELATION
FORWARD MOTION
LEAD – ENDING – PACING
SO WHAT? - FOCUS
SUSPENSE CYCLE
SENSE OF CREDIBILITY
SUPPORT ELEMENTS

SMALL “MOVES”

POWER SERIES – LIST ≥ 3
TIME WARP - EXPAND/CONTRACT
TAKE ME THERE – VIVID DETAIL
THE LOOP – FULL-CIRCLE FEEL
HYPEN-ADDED MODIFIERS
LOL – HUMOR TILT
METAPHOR
SAY IT AGAIN? – REPETITION
FRAGMENT/RUN-ON RHYTHM
STRESS IT – ADD EMPHASIS