“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
- Hyphen-Added Modifiers
- LOL – Humor Tilt
- Metaphor
- Say It Again? – Repetition
- Fragment/Run-on Rhythm
- Stress It – Add Emphasis