

Writing That Changes Lives

By Bill Watkins (2018)

I. Laying the Groundwork

A. The topic in general

B. What I mean by “life change”

II. You and Life Change

A. What have you read that changed you?

B. What does this tell you about how lives are changed?

III. What Hinders Life Change?

IV. The Way Forward in Your Writing

A. Know yourself

2. Do your homework

3. Find your focus

4. Develop a perspective, tone, or approach that differs from the usual fare

a. Perspective

b. Tone

c. Approach

G. Address fundamental needs through felt needs first

H. Seek to persuade, not pounce or preach

I. Face difficult issues honestly, insightfully, and fairly

J. In your writing, strive for ...

1. Connection over credentials (though these matter)

2. Clarity over cleverness

3. Accuracy over acceptance

4. Beauty of expression over dry narrative

5. Punch and passionate conviction over self-protection

6. Active voice over passive voice

7. Showing, not just telling