

# “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  $\geq 3$   
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