



Mastering the Craft of Writing: How to Write With Clarity, Emphasis, and Style

By Stephen Wilbers

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Make Every Word Memorable!

To be remembered for your words, you need to write with skill and style. Whether you're crafting a novel, composing an e-mail, or creating a technical report, *Mastering the Craft of Writing* presents 52 practical techniques to improve your prose. Spend a week with each technique, or use this book as a go-to reference. Either way, you'll have the tools to enliven your writing and delight your readers.

- Write with economy: Eliminate wordiness, use strong verbs to drive your sentences, and don't trust modifiers.
- Write with emphasis: Use punctuation for effect, structure sentences and paragraphs for coherency and flow, and employ repetition to make your point.
- Write with distinction: Use your imagination to create the unexpected, add a light-hearted touch to your writing, and go beyond clarity to eloquence and grace.

With exercises, entertaining asides, and a wealth of useful information, *Mastering the Craft of Writing* is an invaluable resource for any writer. Once you master these techniques, you'll want to use them in everything you write.

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Editorial Review

About the Author

Stephen Wilbers is a writing consultant, award-winning author, and columnist. He has offered training seminars in effective writing to a wide variety of clients and teaches both written and oral presentation as a Senior Fellow in the University of Minnesota's Technological Leadership Institute. His book on stylistic technique, *Keys to Great Writing*, has been described as "a writing class in a book." An avid reader, canoeist, cyclist, Nordic ski racer, and two-time skydiver, he and his wife Debbie have two grown children and one granddaughter and live in Minneapolis.

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