



# Learn the Art and Science Of The Elements of Writing

*Work With Your Brain . . . Not Against It*

The Elements of Writing, developed by Charlie Euchner, offers a unique system for mastering writing in all fields. Based on the latest research on learning and the brain, The Elements of Writing takes the tedium out of writing by tapping into your passions and interests.

The Elements of Writing works because it taps into the innate power of the brain ... and everyone's love of storytelling ... and everyone's impressive stock of knowledge and experience ... and it offers practical techniques to improve your writing instantly.

## **Use storytelling to “crack the writing code.”**

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You probably will never meet anyone who does not love hearing and telling great stories. That's why we begin our process by mastering a number of powerful storytelling techniques.

Anyone can learn how to tell great stories. In fact, most of us already have most of the tools. We spend our whole lives telling stories. But The Elements of Writing shows you the skills you don't have—and how to “connect the dots” of all your skills. Here's the really good news: Once you master storytelling, learning all the other skills of writing comes easily. Why? Because storytelling offers a template—a deep structure—for all the challenges of writing.



The challenges of writing that exasperate most people—constructing good sentences and paragraphs, grammar and editing, selecting the right words, developing strong research questions, developing a strong analytic framework, deploying evidence—now come much more easily.

## **Master simple, intuitive skills**

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All too often, writing programs overwhelm learners with rules and abstract reasoning. Rather than demonstrating simple ideas, these programs teach a disconnected batch of techniques that seem random and even pointless.

At The Elements of Writing, we understand that every skill needs to be simple and intuitive. If the learner doesn't immediately grasp the logic of the skill, she or he is not



likely to learn it and apply it. We have scoured a vast literature on the brain, learning, and communications. We have also “reverse-engineered” hundreds of pieces of writing—from old classics to contemporary works—to identify the specific strategies that writers use.

The result? An inventory of almost 100 simple, intuitive skills. Anyone can learn these skills in a matter of minutes. Anyone can apply these skills

right away. And anyone can understand why the skill makes sense.

One more benefit: These skills are taught in a careful sequence—beginning with storytelling, and then proceeding to construction and analysis. We start with specific, concrete, living examples. You experience these examples as physically as if you were building a bookshelf or cooking a meal. And once you understand them, it’s easy to apply them to more abstract challenges.

## Apply practical knowhow

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Learning occurs when you *use* knowledge. You can’t learn to swim by reading a book about swimming. You can’t learn to play the violin by watching a video. You can’t learn to perform surgery by passing a test. You learn by doing.

That’s why *The Elements of Writing* offers a dozen practical exercises for applying all the skills of writing—right away. We call these exercises “tricks of the trade.”

The very minute you walk away from an *Elements of Writing* seminar, you can apply your new skills to projects you are already working on. Even if you only write emails, you can apply *The Elements of Writing* instantly.

Not only do we offer specific, practical tricks to apply the skills ... right away. We also offer practical tricks to check on your progress ... right away.

These tricks are simple and even fun. They don’t overload your brain, as do many learning systems. Because we understand both the brain’s powers and limits, we have been able to devise strategies to “keep it simple” and “keep it real.”



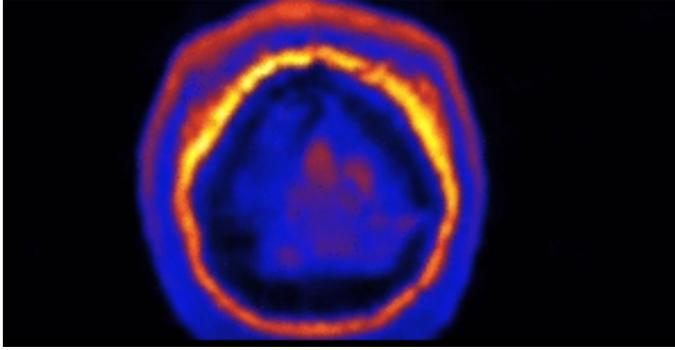
## Drill by Doing

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Have you heard of a process called “myelination”? How about “deep practice”? Researchers on learning and the brain have discovered, only recently, the truth behind an old truism—that we can only learn by drilling. (*More*)

As Dan Coyle writes in *The Talent Code*, people master skills by focusing intently on the thoughts and actions they need to perform the skill well. By shutting out the rest of the world, people can literally rewire the brain to perform actions automatically.

It’s called myelination because of what happens inside the brain. When you focus on a particular action, you strengthen the electrical signals that send messages in the brain. A fatty substance called myelin coats the neural pathways, the way rubber coats electrical wires. By repeating correct actions, over and over, the brain’s messages transmit faster and more accurately. It becomes automatic.



At The Elements of Writing, we teach you how to drill by doing.

All too often, writers attempt to do dozens of things at a time. That's only natural. After all, the process of writing brings together countless ideas using a number of skills and conventions. The problem is that writers lose focus

and burn out. They wander away from their subject or make technical mistakes.

The Elements of Writing shows how to take the writing process one step at a time. Master elements of storytelling, one by one. Master sentences and paragraphs. Master the “search and destroy” system of editing. Master “smartstorming.” Master the process of gathering evidence. And so on.

By showing how to master and apply these—each one simple and intuitive—we get you drilling by doing. With out any of the old-fashioned pain of drilling.

## **Immerse to connect the dots right away**

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Quick question: How would you rather watch a movie—by looking at the frames, one by one, or by seeing them all come together, 24 frames per second? (*More*)

The Elements of Writing is different. We know that you come into the seminar with a bunch of powerful skills. We teach you the simple skills you need for a complete “toolkit.” As we go, we show you how to combine these skills.

By the end of the program, you know all the important skills and how they fit together. You know only learn a batch of skills, but also how to orchestrate them. When you bring these skills together, you strengthen them with everything you do.



### **LEARN MORE ABOUT THE ELEMENTS OF WRITING**

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