



# The Elements of Writing



**Workshops and Consulting  
for Professionals in All Fields**

# THE ELEMENTS OF WRITING

The Elements of Writing is a comprehensive program, based on the latest research on learning and the brain, to master writing in all fields.

Developed by Charles Euchner, who has taught writing at Yale and Columbia, the program offers simple, intuitive techniques that most people can learn in minutes—and use right away.

In our seminars—in person or online—we break into teams, gamify exercises, and create and critique our work together. We dissect the greats, from Homer to the Brontes to Knausgård, from the Bard to Woolf to McPhee. We debate and create.



## CHARLIE EUCHNER AT A GLANCE

- Author of books on civil rights, baseball, cities, political activism, and writing
- Former college professor and planning consultant
- Educated at Vanderbilt (BA) and Johns Hopkins (MA and PhD)

## YOUR GUIDE

Charlie Euchner has had a varied career—or careers (plural). But each one, inevitably, brings him back to writing and teaching.

As a journalist, academic, city planner, author, consultant, and coach, Euchner has seen writing transform people's lives.

“Writing is the ultimate superpower, no matter what you do,” he says. “It’s a path to mastery and connection. When you write well, you do everything else that much better.”

# KEYS TO MASTERY

## WHAT THE EVIDENCE SHOWS

The Elements of Writing seminars work because we follow five keys to mastery.

**1** **Work With (Not Against) the Brain:** Give the brain what it wants: clarity, relevance, action, and a clear path.

**Master Simple, Intuitive Skills:** Focus on simple techniques, rather than clusters of convoluted lessons.

**2**

**3** **Connect Learning to Passion:** Right away, we connect learning to what you *really, really, really* want.

**Get Hands-On Work:** Like a carpenter or a cook, writers need to apply what they learn right away.

**4**

**5** **Apply Skills Right Away:** You get simple hacks to use new skills the very next time you sit down at a screen.

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Working with a short sample of my work, Charlie identified a number of simple principles — and, more important, ways to apply those principles — as I organized my story and produced drafts.

—Tania Von Allmen, author of *Return of the Phoenix*

# PROCESS

## THREE-STEP PLAN

1

### **Access to FREE online learning tutorials**

Get a quick sample of our approach. See if it resonates—and even produces instant results.

2

### **FREE SWOT analysis**

In a FREE phone consultation and one-page SWOT analysis report, we will help you to identify strengths, weaknesses, opportunities, and threats—and a possible road forward.

3

### **Development of action plan**

Working together, we devise a strategy for moving forward—or not.



If you once loved writing, hearing Charlie will move you to once again reengage in that art. If you write marketing material for your business, you will learn some great tips how to draw readers in and leave them wanting more.

—Ann Marie Sidman, Gen Re

# DESIGNING YOUR WORKSHOP

## MIX AND MATCH

To create the best seminar for your organization, look over the core units in the following pages. Work with us to create a workshop tailored to the needs of your professionals.

### Storytelling

- Characters and Ideas
- World of the Story
- Narrative
- Action and Scenes
- Rhythm and Beats
- The Senses

### Mechanics

- Sentences
- Paragraphs
- Words
- Structure of Pieces
- Details
- Grammar
- Editing

### Style

- Writing with Panache
- Wordplay
- Rhetoric

### Analysis

- Narrative
- Models
- Evidence

### Professionals

- Emails
- Web Copy
- Memos and Reports
- Stories for Business
- Presentations
- Big Projects
- Interviewing
- Deep Research
- Video Scripts

### Schools

- Teaching Writing
- Presentations
- Theses

# SEMINARS

## PAST SEMINAR TOPICS

Consider some of the topics from previous workshops with Charlie Euchner and The Elements of Writing.

- **The Golden Rule of Writing:** One Simple Rule to Improve Writing, Whoever You Are and Whatever You Do
- **Mastering the Mechanics of Writing:** Great Sentences, Paragraphs, and Whole Pieces
- **Storify Everything:** Bring Narrative Power to All Your Work, From the Sentence to the Whole Piece
- **Grammar Made Simple:** Understanding How Rules Can Serve You
- **All Writing is Editing:** How to Fix Drafts Without Exploding Your Brain
- **Big Projects:** How to Get Control of Your Reports, case Studies, and Otehr Major Documents
- **The Three-Pound Muse:** What the Brain Teaches Us About Writing
- **How Emails Can Save Your Life:** Simple Tricks to Burn Skills into Your Brain



This was truly the most successful education program I've run here. Everyone agrees that taking the program was time well spent. On a scale of 1 to 10, I think we scored at least a 12.

–Alan Fromm, Amneal Pharmaceuticals

# JOIN OUR GROWING CLIENT LIST



# BOOK RAVES

*The Elements of Writing* is an essential reference for writers and storytellers. I use it myself and recommend it to my students. The classic literary examples are extremely helpful. I feel smarter just having this book by my bedside, and I discover new insights every time I pick it up. —Lee-Sean Huang, cofounder and creative director of Foossa

Charles Euchner's *Elements of Writing* isn't merely inspired but practical as well. Euchner teaches by showing some of the world's best writers at work. Aspiring wordsmiths and established professional writers alike will benefit from his inventive approach. —Katie Hafner, author of *A Romance on Three Legs*

*The Elements of Writing* is the rare writer's handbook that is both useful and a pleasure to read. The book's structure is original and smart; aspiring writers can read the book cover-to-cover or can look up specific issues. —Aaron Ritzenberg, Columbia University

As soon as I adopted *The Elements of Writing*, I found I worked much more quickly and felt in greater command of the text. I wish I had known about this years ago. —Marion Edmunds, Australian journalist



# SEMINAR/COACHING RAVES

In two hours I learned more about writing than I had in an entire lifetime. Charlie quickly set a framework for my work, with an easy system to keep me focused and clear-headed.

—Lesley Roy, Yale Initiative in Religion, Science, and Technology

Charlie's passion touches every listener and motivates individual transformation. Speaking without notes, he connects with an audience in just a few moments. At the heart of his work is the power of storytelling, and his style of storytelling is impactful from the very first moment. —Harris Stone, The Graduate Institute

The genius of a Charlie Euchner presentation is in the simple eloquence with which he delivers a bounty of usable information and advice. He connects with people using a conversational style loaded with ideas borne from his years of application and research.

—Chris Carroll, Vanderbilt Student Media

Call him "coach." He's an extraordinary mentor who can help convert a competent writer into a compelling writer. Charlie practices his trade with equal portions of instruction, humor, encouragement and, yes, more than a little inspiration.

—William Walker, author of *Betrayal at Little Gibraltar*

Charlie will save months of frustration and make writing anything much easier. Trust me, it works.

—Ambassador Nancy E. Soderberg, author of *The Superpower Myth*

# LET'S TALK

## CONTACT INFO

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