

# WRITING WORKSHOPS FOR PROFESSIONALS



## The Elements of Writing

# 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—both 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 Bard, from Papa and Woolf to Didion and McPhee and Coates. We debate and create.



## CHARLIE EUCHNER AT A GLANCE

- Author of books on civil rights, baseball, cities, the presidency, 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.”

## WHAT THE EVIDENCE

# KEYS TO MASTERY

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.

Get Hands-On Work: Learn by doing. Apply what you learn right away with passages you bring to the seminar.

**2**

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

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

**4**

**5** Apply Skills Right Away: Get simple hacks and “cheat sheets” to use new skills the next time you sit at a screen.



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

**PICK THE BEST FIT**

# **PICK YOUR FORMAT**

## **THE EIGHT-WEEK COURSE**

We meet, as a class, one a week for two hours. In between classes, participants get access to online lessons, an open weekly “office hours” session, and social media community.

## **LIVE ONE- AND TWO-DAY SEMINARS**

Get an intense program, live and in person, tailored to your organization’s specific projects and needs.

## **SELF-PACED ONLINE LEARNING**

Learn “Writing Like a Pro” and “Master of Storytelling” at your own pace at [masterofwriting.com](http://masterofwriting.com).

***All programs offer certificates of writing mastery.***



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



# WRITING WITH POWER

The purpose of business writing is twofold: to inform and to persuade.

Learning without practice might be interesting, intellectually. But the real test for any training program is: Can the learner apply their skills to their work, right away.

Writing Like a Pro not only shows you how to write better and faster than ever, but also guides you to apply your new superpower the very next time you sit at your screen.

As you learn these skills, you will apply them to a set of blueprints specifically designed for your organization and your work.

Here's a breakdown of our program:

### The Golden Rule of Writing

- Make Everything a Journey
- Start Strong, Finish Strong
- Take the Landscape View

### Using Elements of Storytelling

- Focus in ONE Thing
- Set the Right Context
- Create a Need/Desire and Barriers
- Find the Right Rhythm and Beat
- Yo-Yo Scenes and Summaries

### The Mechanics of Writing

- Sentences and Paragraphs
- Finding the Right Words and Details
- Blueprints and Structures
- The Simple Logic of Grammar
- Editing With Power

### Writing With Style

- Creating an Engaging Voice
- Playing With Words, With Purpose
- The Elements of Rhetoric

## SEMINAR TOPICS

# MASTER OF STORYTELLING

Who holds the story stick?

Whether you're sitting around a campfire or working with colleagues and clients in a modern business setting, storytelling is the key to communication, connection, and persuasion.

The one with the best story wins.

People have innate storytelling skills. Of three dozen essential skills, most people have mastered a dozen. But the gaps prevent us from achieving our greatest potential.

Here's your game plan to realize your full storytelling potential.

### Core Elements

- Finding the ONE Idea
- Creating Compelling Characters
- World of the Story
- Finding the Narrative Arc
- What's Your Genre (viz., *Niche*)?
- Finding the Essential Details for Your Story
- "Nesting" Stories Inside Stories
- Creating Suspense to Hold Your Audience
- Going Short and Long

### Making the Story Move

- Moving from Action to Scenes to Sequences
- Getting into Rhythm
- Advancing the Story, Beat by Beat
- Arousing the Senses

### Stories and Analysis

- Analysis is Just Storytelling With a Different "n"
- Finding Characters, Arcs, and Details in Analysis

# STORIFY IT!

Suppose you want to tap into the power of storytelling but work a non-story environment?

Your days are filled with technical ideas, procedures, logistics, coordination, and the need to produce, day after day.

Storytelling still matters. But it takes a different form. It's often abbreviated and fast-paced. You don't want to regale audiences with characters or plot. You just want to *connect* and get everyone on the same page.

If that's you and your organization, you might consider a seminar on "storifying" the everyday content of your work. Here are some of the topics we'll cover:

### **The Storify Imperative**

- Connecting in an Instant
- Forging Relationships with Customers, Partners, and Staff
- The Basic Storytelling Blueprint

### **Key Storification Skills**

- Emails
- Web Copy
- Memos and Reports
- Stories for Business
- Presentations

- Big Projects
- Interviewing
- Deep Research
- Video Scripts

### **Storifying Hacks**

- Building Action into Every Sentence and Paragraph
- Deploying Details and Senses to Make Sense
- "Lead and Follow": Pacing Your Pieces, Line by Line
- Embedding Ideas in Your Copy

## PAST SEMINAR TOPICS

# OTHER POSSIBILITIES

Working With the Core Curricula listed above, you can customize your program. Here are some past seminar topics:

- **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
- **Creating Presentations That Sell:** Using TufTaski To Give a Killer Slide Presentation
- **Big Projects:** How to Get Control of Your Reports, Case Studies, and Other 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
- **Teaching Writing:** Special Tricks and Hacks to Show Your Team How to Write Better
- **Writing for the Web:** How To Connect With Distracted Digital Audiences



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*



# JOIN OUR OTHER CLIENTS



[theelementsofwriting.com/clients](http://theelementsofwriting.com/clients)

# 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*

# 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

# LET'S TALK

## CONTACT INFO

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