TANGENT daily

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BUSINESS NOTE

Think first, then say it plainly

Andrew Welsh-Huggins, writing a guest post for Jane Friedman, takes a piece of advice overheard at a bookstore event and turns it into a working method: think about what you want to say, then say it. He argues that this homely instruction covers the ground between planning a book in detail and discovering it as you go, since he now outlines roughly three quarters of a novel and leaves the rest open.

A seller of printables can apply the same order to a product description, deciding the single thing a buyer should understand before typing a word. A guided journal for new mothers, for instance, gets one sentence on what it holds and one on who it suits, with nothing else added.

Source: Jane Friedman, Think It, Say It: A Two-Step Guide To Writing
https://janefriedman.com/think-it-say-it-a-two-step-guide-to-writing/