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7 writing tips from RHETORICA® — a toolkit of 21 everyday writing techniques. TOP TIP #2: Honour the three steps of the writing process Plan, draft, edit. That may sound obvious, but many people try to do all three at once: they start drafting without planning, use the drafting process to clarify their ideas and do some half-hearted editing on the fly.

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10 top writing tips from RHETORICA® — a toolkit of 21 everyday writing techniques. 09-Dec-2015 - Scott Keyser, one of the UK's top writing skills trainers, offers the first of his tips in a series of 10. TOP TIP #1: Write for your reader. Most B2B writers focus on the wrong thing: themselves.

10 top writing tips from RHETORICA® — a toolkit of 21 ...

The 21 tools are invaluable to anyone who wants to write better, and you can scale the ideas up according to whether you are crafting your CV or penning your soon-to-be-published master work. This is an invaluable addition to the small body of classic works on writing. Fowler, King, Truss and now Keyser.

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rhetorica ® is a toolkit of 21 everyday writing techniques that will make your writing clear, concise and compelling. After training staff of The Economist for ten years in writing skills, I've dissected what the best writers on the planet do and made it accessible to everyone.

Transform your writing - Write for Results

Rhetorica: A toolkit of 21 everyday writing techniques (Paperback) Scott Keyser (author)

Rhetorica by Scott Keyser | Waterstones

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