



My *secret* to

great writing

+ A H I D D E N M E S S A G E



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It's staring you
in the face

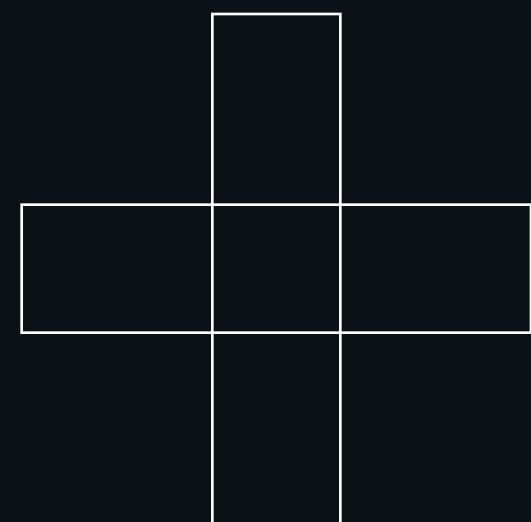


my *secret*.

Watch me
reveal it...

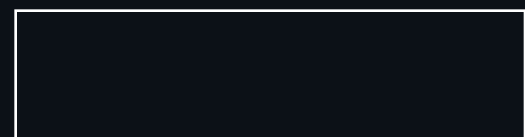
Take
the
word

writer



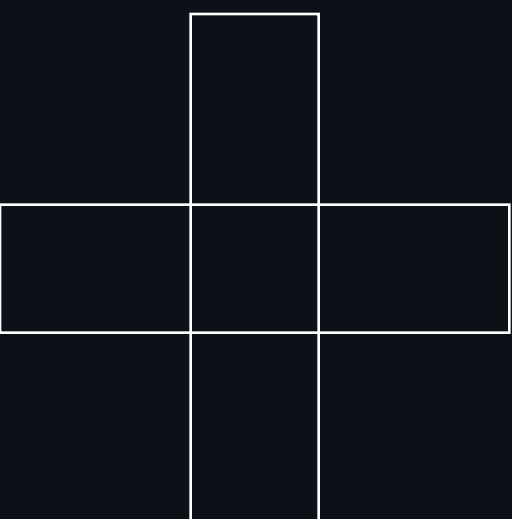
And
the
word

editor



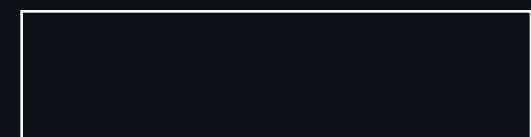
And *neutralise*

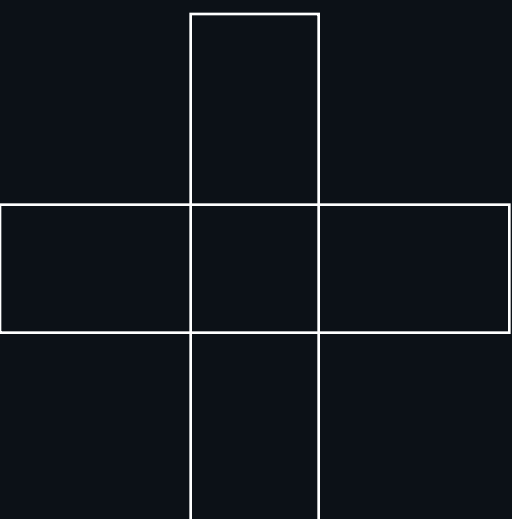
letters like this...



***w*riter**

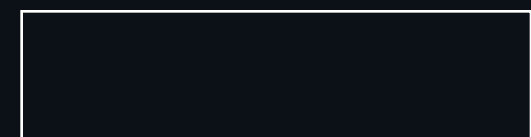
edito*r*

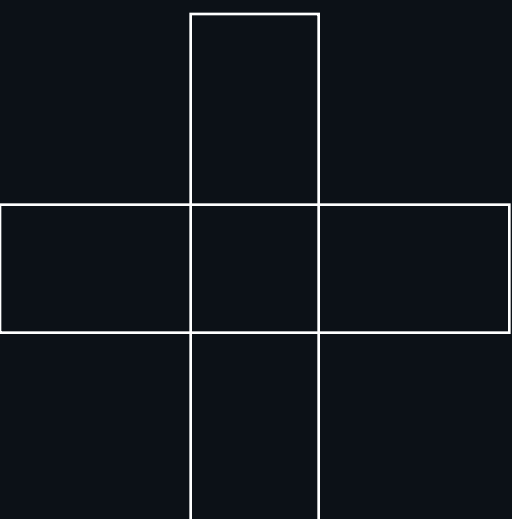




w *i*ter

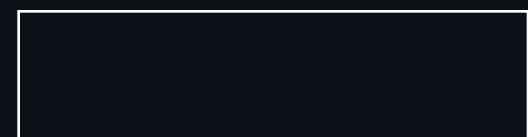
ed *i*to

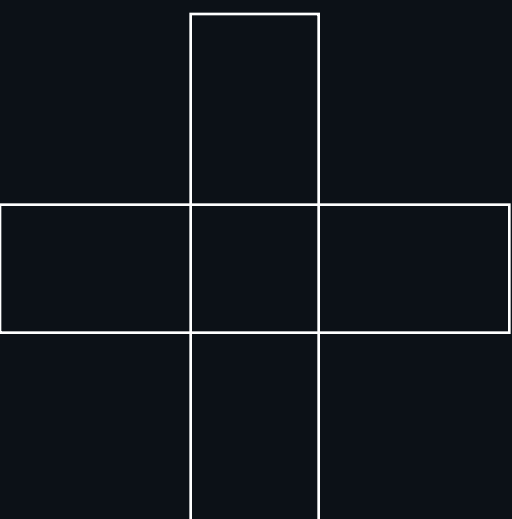




w *ter*

ed *to*



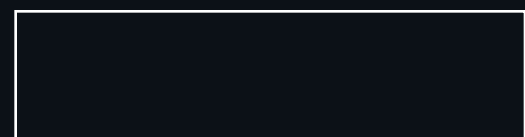


w

*e***r**

*e***d**

o



Once *neutralised*
4 letters remain.

w

r

d

o

I *rearrange* them.

w o r d

This matrix-like,
illuminati confirming
weirdness is my
secret reminder that

it's the work of both
the *w*riter*r* and the
*e*ditor

that leaves the
written *word* in its
purest, simplest,
most efficient form.

p . s .

The secret to
great writing
is the ruthless
commitment to
deleting the
good writing.

"A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts."

William Strunk



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