

To write **CREATIVELY** you have to write **DESCRIPTIVELY** and **ENTERTAININGLY**.

Here is some advice...

Appeal to the senses

Words with strong sensory associations always increase your chances of gripping the reader. Why? When you appeal to our sensory faculties, you're inviting us to imagine how something *looks* or *sounds* or *tastes* or *feels* or *smells*.

Try to appeal to all the senses as often as you can. Don't just tell us what something looks like - tell us how it sounds, how it tastes etc.

Be specific

Avoid summary in your descriptions. Offer concrete (as opposed to abstract) information, engage us with moment-to-moment details, tell us about each detail, and how they affect the senses.

One of the most practical ways of planning descriptions is to imagine each scene before you write it. Literally close your eyes, see the scene and then write it down. For the time being, just let the image (or word-picture) do its work; look closely at the objects in the scene, and describe them in a manner that is as specific as possible.

Now make sure the description is told from the proper viewpoint: tell us how the character or narrator would see things from the point of view you've established.

Here's an especially bad slice of description from a story:

Example (bad): *It was a hot day.*

"It was hot" would be fine if I were filling out a police report, or even writing a piece of journalism; but this is intended to be part of a work of fiction.

Example (better): *The heat was oppressive, sweltering and exhausting; it stuck to the skin and made ovens out of the parking lots.*

Some things to always consider when you're writing a scene: do your words paint images, do they place us in the moment? Do they make us participants in the story instead of mere observers? The above good example is specific - it brings in a few common experiences associated with heat (sticky skin, boiling parking lots), thereby making readers experience the heat for themselves.

Another bad example: *Larry is a sloppy dresser.*

The reader cannot imagine Larry because this description is too vague.

This is much better: *Larry wears dirty, baggy pants, shirts too small to stay tucked in, socks that fail to match his pants or each other, and a stained raggedy coat.*

This is very visual.

Use figurative language (similes and metaphors)

Ever wonder why metaphors and similes are such powerful tools? The human mind is engineered to see patterns. Anytime you disguise a comparison as a statement (which is what happens with a metaphor) you will engage the reader.

Example: *The fat little man with the skinny legs was like an apple on two sticks.*

Example: *The moon was a ghostly balloon.*

Also, **avoid CLICHES** - i.e. similes and metaphors and other expressions that you have often seen before. Try to be original in your writing!

Example (bad): *He ran as fast as the wind.* OR... *He ran as if his life depended on it.* OR...*He ran as fast as an express train.*

Always try to describe something in a way that's never been described before.

If you want to draw extra emphasis to anything, put it at the end of the sentence. Placing it at the beginning is a close second. Never bury important information in the middle.

Get to the point

Don't confuse the reader with long boring descriptions. Say what you have to say quickly and clearly.

Write a lot about a little

Instead of writing a little about a lot (e.g. After a car chase, the thief was captured but then escaped and took a plane to New York), write in great detail about small things.

Also... Look at 'HOW TO WRITE GOOD' on Mr.Hammond's wall.