1. Summary Lede

Writing is normally thought of as a function of character. We live and die on our reputation as a writer, but a more efficient, functional, and psychological stress free method of writing is to think of it as a craft. Writing then becomes more about mastering a process than pulling something golden out of thin air.

2. Wrap Lede

Holy Lisle believe that mastering writing is about making lightning strike when and where you want it. Former Wall Street Journal Editor Shani Raja’s deep editing process helps writers structure their writing for maximum clarity. For writing coach Don Murray the solution to good beginnings is to write 50 of them.

\*\*\*3. Scene Setter Lede

The Writer sits at his computer, in front of a blank page, attempting to channel the Muse

The writer sits at his computer, attempting to channel the Muse onto the blank page. It’s worked before, but today, everything he writes ends up deleted. It was all so perfect the other day.

4. Lydia Lede

Master the process and the product will eventually come out perfect

5. Maxim Lede

In business there’s been a shift away from goal orientation towards mastering a process. The difference is equivalent to the difference between cramming for exams and developing good study habits. Sure you may do well the first way, but putting more effort the second method guarantees the high likelihood of acing all tests, winning the war, rather than focusing on the battle.

6. Anecdote Lede

As a columnist for National Geographic Traveller, I got far focusing on projects one at a time. Unfortunately, my attempts to ascend even further failed for one reason. I was focused on the product. It started by just chasing commissions. Whenever I got one there was a burst of success, followed by a flurry of trying to figure out the article. In the back of my mind I realized that I wasn’t putting enough effort into actually learning how to write, and this resulted in periods of writer’s block, in all of its shades. I couldn’t come up with ideas, or I couldn’t figure out how to word things well, or I couldn’t structure them in a way that included all the ideas and themes I wanted. But the worst part was that every time I sat down to write I felt like I was doing it for the first time. In my head I always wondered “would this time be the one where I don’t finish?”

7. Significant Detail

I’m writing 13 articles at once.