

TURNING THE ORDINARY INTO THE EXTRAORDINARY

- Look for the story you did not intend to write.
- Stay in touch with former sources. Revisit old notes. Rethink those familiar views.
- Listen to what people have to say. No, stop talking and REALLY LISTEN to what people have to say.
- Always ask questions: “Why?” “Why not?” “Can I come along?”
- Realize when “no” means “maybe” – and find a way to get the information, obtain a name, talk to the source, be on the scene, report the story, write the piece.
- Recognize that special moment and stay. Recognize that mundane moment and leave.
- Soak up all the details, all the surroundings – and identify what is most telling and what you’ll use.
- Let us hear the character’s voice. See her face. Feel his emotion.
- Know what persons, what characters have to be cut from a story and leave them out – no matter how painful.
- Entice your editor, excite your editor – then deliver for your editor.

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