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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