

Ideas & Content

A good writer should:

- ✦ Write from experience.
- ✦ Use supporting details.
- ✦ Stay in control of the topic.
- ✦ Show insight in the writing.
- ✦ Use fresh and original ideas.
- ✦ Make the main ideas stand out.
- ✦ Narrow the topic to something specific.
- ✦ Develop the topic in an entertaining way.

