

Ideas



Two things make the trait of **Ideas** work: a strong central message and all the details that bring that message to life. All writing begins with something to say—a story to tell, a concept to explain, an argument to make. That’s why the trait of Ideas is foundational. Everything else—organization, voice, the words you choose, the way you form your sentences—rotates around your ideas to influence your message. And, the effectiveness of your message depends on finding the right details—just enough details—to grab and hold your readers’ attention.

In this unit, you will practice strategies for doing just that. You’ll learn how to

- narrow your topic.
- think like a reader.
- clear the “fog” by answering readers’ questions.
- cut filler that may garble your message.