

Power Paragraphing

Zap up your writing with power paragraphs. Paragraphs not only make sense of your ideas, they can add vim, vigor and voltage to what you write.

Start a new paragraph when

- a new person speaks
- the story has moved to a new place
- you're bringing in a new idea
- you're introducing a different point of view

Always use a paragraph when

- you're introducing a theme or story
- you're building an argument step by step
- you've reached your conclusion

You might want to use a very short paragraph

- for punch
- for surprise
- for humor

You might want to forget about paragraphs when . . . you want to bore your readers to death!