

How I write...

Don't be alarmed. This isn't a page of advice on how to write (what could I possibly say?) It's a sharing of thoughts about how good writing can be achieved.

It's got nothing to do with long words with Latin or Greek roots. For me, it's visual. Much of my most well-received writing has grown from a peculiar set of images occupying my head.

So when a client (*Tormenta Flamenca*) talked about their dance company's new show portraying life, I wanted to know more.

The director wanted the show to depict life with its infinite breadth of experiences. I conjured an image of a path, someone walking through their life: a road which was at some points a single-track, untrodden area and at others, a busy pavement with hosts of other people walking in every direction. It wasn't conscious: it's how my mind operates!

But it worked.

The right words stem from the image. In its embryonic form, phrases like '...a solitary track... over-populated routes... areas where we are the first to mark out a path...' evolved into a finished press release that the client was wholly impressed by and is convinced helped to fill the theatres.

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Working on property is always welcome. One of those people who regularly trawls property portals just seeing what I could buy for four, five, six and seven figure sums, I'm at home with other people's homes.

When asked to compose *Rightmove* descriptions or brochures for unique or luxurious homes, I go to work immediately.

& Often I work from photographs but sometimes I'm invited to look around the place to 'get a feel'. Tough work... In those cases I spend much of my time scribbling notes. Sometimes I can be seen standing facing an Aga with my eyes closed. I'm thinking. And conjuring.

Who wants another 'We are pleased to offer...' or 'This property boasts...'? I'd rather lay down my pen forever than offer that to a client.

Every industry, every piece of writing I do – whether one paragraph or many pages – gets the same bizarre, slightly trance-like treatment. The pictures in my head are always successfully transformed into rich, unique and powerful writing.

Try it for yourself! Or ask me to write your text for you; I can't think of anything sweeter.
