

The Writing Loft



“Anyone can learn to write and write well”

Our Philosophy

No writer should settle for producing work few people buy or read. We specialize in creating confident writers who are able to write captivating and compelling material each and every time.

We are appalled at how the writing industry continually fails to produce successful, powerful writers. Bookstores are full of how-to books on writing and the Internet is clogged with sites claiming to teach writing. So why then do the statistics of failure remain the same? Ninety-eight percent of everything written lacks the skill to attract readers or buyers. Ninety-eight percent of everything sent to publishers and agents is deemed un-publishable. Ninety-eight percent of everything that is self-published doesn't make its money back and is often thrust on friends and family.

Our goal is to produce successful, confident writers. It is this goal that informs the kind of information we give our students. The road to successful, powerful writing is simple, but seldom presented as such. Our instruction shows writers—with examples and proof—what works and what simply does not work. The key to great writing rests with understanding how readers read, how much power is hidden in a single word, and how even the rhythm of a sentence affects understanding.

We've collected a set of writing truths and facts that ensure writing success. When you understand how words and sentences affect readers, you will forever write material that impacts the reader. It doesn't make sense to take class after class and never write material that captivates readers. It doesn't make sense to wonder if your writing is good. And, it doesn't make sense to produce work that lacks an emotional punch. In short, it doesn't make sense to write without the confidence of success.

Our classes are steeped in factual information—information you've never heard—backed with illustrated examples, optional instructive readings and continued opportunities to infuse the information into your writing. We are so serious about making sure you understand the information that we assign everyone a personal professional mentor who will work along with you on your work. We promise you will learn more in one of our class sessions than you ever thought possible—all of our students say so.