



Dr. Gwyn Erwin

5 Secrets
of
Spellbinding Writing

by

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You've dreamt for years about being a writer, or you're published but struggling to write what you truly want to write. You yearn to put your ideas on the page. You have something of value to say.

You ache to make your mark!

But

If you're not affecting your reader you're not succeeding as a writer, no matter how much material you put out there. With each read, you have only one opportunity to impact your reader and if you miss it, you may not get it back again.

I offer this guide to help you leave a lasting impression on your reader.

Without this information you may struggle to get your message across and end up feeling frustrated, unfulfilled, even a sense of grief. With this guide, I show you 5 foundational secrets you need to create spellbinding writing.



1 YOUR WRITER'S VOICE

Writing is not talking! Your Voice includes language, but it so much more. Your writer's VOICE is something unique to you, made up of the qualities of your personality, your style, your psychological life, your emotional world, and your ability to narrate your personal story through your characters, your ideas, your thoughts and feelings. Your Voice needs nurturing and practice, as well as permission!



2 FLAVOR

When you think of food there are five basic flavors —sweet, salty, sour, bitter, and savory — with about 12 additional taste/smell combinations. In themselves or combined with others, they produce the appealing or off-putting quality of any dish and how satisfying it may be. We crave different food elements depending on our moods, preferences, time of day, and how hungry we are. And we eat first with our eyes! The flavor of your writer's voice is similar. The quality of your writing depends on its flavors: sweet, salty, sour, bitter, and savory, *shown* through its imagery, its sound, language, pace, tension, and atmosphere.



3 RELATIONSHIPS

Writing is about 'connecting the dots'. From within the complexity of elements, characters and their characteristics, place, time frame, themes, and their emerging story lines, the relationships between these elements demonstrates in powerful ways the magic to be found in your writer's voice.



4 DEPTH

Layers of intrigue, actual or psychological, weave together to generate works of nonfiction or fiction writing that beckon readers to sink into another world, travel and discover within that world, and wish, when they are at its journey's end, that they could embark on the adventure, all over again. Think fabric, think texture, do not be afraid to foster questions without perfect answers, think mystery, and you will gift your readers with stories that are unforgettable.



5 SKILL

In school, from a young age, we are taught to write a draft, “correct” it, and turn it in, hoping for high marks. There is a necessary place for spell checks, rich and lean sentence structure, grammatical precision, language pruning and exquisite selection, but it comes *last*, not first or soon after. Nothing will squelch your voice, your flavor, involving relationships, and depth like writing skills applied too early. *FLOW* your voice to find what is uniquely yours, add your flavors over many drafts, find how one element relates to many others, dive deep, and then add the polish of writing skills.

Congratulations! You have taken the brave first step to spellbinding writing by embracing these five secrets: voice, flavor, relationships, depth and skill. If you would like to practice with these and other techniques, check out my [*Seasons of Authorial Voice Flow Write Cards*](#). They contain 52 weekly cards with 7 daily writing prompts on each one to help you discover your Voice and inspire all the creativity that will follow.

In the meantime, watch your inbox for additional writing tips and resources.



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