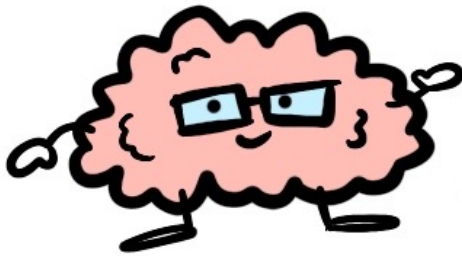


SHOW vs. TELL

Why do writers often SHOW more than they TELL?



TELLING is talking to a Reader's **BRAIN**

SHOWING is talking to a Reader's **HEART**



If the goal of a piece of writing is to make the Reader **FEEL** something, do a lot of talking to their **HEART**.