

Professional writing is more than just writing.

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It's interviewing,

Often important details come from talking to people.

researching,

The writer must be an independent investigator.

learning,

There's always something new to be learned.

relating,

Writing is a people business; relationships are important.

knowing,

The writer must understand the subject of the writing, the craft of writing, and also graphic arts, because what is written and how it looks are inter-related.

thinking,

Most of what a writer does is some form of mental activity.

creating,

Creativity is necessary, but no one can define it in advance.

communicating,

Excellent writing is not just an expression of ideas; it transfers a mental experience.

checking,

Writing requires meticulous attention to detail.

managing,

The writer must complete the work on time and within budget.

editing,

Writing is a cooperative effort. It's usual to benefit from several opinions.

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and writing.

The mechanical act of putting words on paper is actually the smallest task.

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