

# Powerful Writing In 30 Words Or Less

A compilation of one-liners  
from the  
Confident Writing  
community



# Powerful writing in 30 words or less

This project began when I asked for contributions on the theme of powerful writing – in particular: what does it mean to you? I was looking for conventional articles and guest posts but also ‘one liners’: definitions or explanations in 30 words or less.

The contributions flooded in by e-mail, in comments on the [Confident Writing](#) blog, and on Twitter (a micro-blogging and social networking tool, where messages are sent in 140 characters or less). There were 60 contributions in total, submitted over a 6 week period.

I’ve organised the one-liners into 7 different sections, based on the themes that emerged. Powerful writing... (1) hits the mark (2) moves us (3) comes from the source (4) follows intent (5) changes things (6) lingers (7) inspires us to write.

The project is supporting [MAD About Art](#), an educational charity in South Africa. If you haven’t already done so, please consider making a donation in return for the one-line prescriptions for powerful writing you’ll find here. [Click here](#) to find out more.

# Powerful writing hits the mark

Powerful writing flies through the air, hitting its target.

Powerful writing accomplishes its goal.

[Rjacabose](#)

Powerful writing cuts through psychological noise and grips our attention. It becomes like a tuning fork for the reader. It enhances a pure tone that resonates with the reader.

[Nick Betten](#)

Powerful writing can move the reader forward, almost as if they can't resist; always moving in that direction you want them to go.

[Robert Hruzek](#)



# Powerful writing hits the mark

Powerful writing tells a story that people want to hear.

Powerful writing impresses the brain. As in, disturbs the synapses & leaves a mark. Hopefully in a good way.

[Spiritspring](#)

Powerful writing? = it compels me to do, think, feel something. It compels me to have a reaction other than "so what?" [Leawoodward](#)

Powerful writing provides answers to questions people didn't know they were asking.



**Power is not is brute force. You can't  
bully your readers into submission.**

**As Balzac put it: Power is not revealed  
by striking hard or often, but by  
striking true.**

[Jim Murdoch](#)

# Powerful writing moves us

Simply: writing which moves me. Even if I end up hating something it still had the power to make me feel.

[Mervi](#)

Powerful writing is something that grabs my heart in its strong fist and squeezes tight. It penetrates my defences, it stirs me up, it inspires me to action, it rocks my soul.

[Karen Wallace](#)

Powerful writing cannot leave my heart alone—it wrings tears, tickles belly laughs, stirs up angry outbursts, scoops out empathetic yearnings, yanks up indignant huffs, squeezes creative juices.

[Amy Van Huisen](#)



# Powerful writing moves us



As roaring lions or purring kittens, words of power make our emotions and minds stir in ways the heart will not ignore.

[Space Age Sage](#)

Powerful writing is writing that moves me (makes me feel, think or take action)

[DMurphy Rodgers](#)

Writing does not have to be thought provoking to be powerful. Writing is much more than symbolism and drama. It is joy and laughter and fantasy and escapism.

[Debbie Yost](#)

Powerful writing means connecting with the reader in a way that generates a strong impact, feeling or response

[DazzlinDonna](#)

# Powerful writing moves us

Powerful writing engages the reader on more than one level, not just intellectual but emotional, spiritual, instinctual

[Captainstardust](#)

It has the power to move the reader - like 'Travels With My Elephant' by Mark Shand, when he has to leave the elephant at the end

[digitalmaverick](#)

Powerful writing is writing that inspires you - it's emotional

[Studio747](#)



Something that  
touches your spirit  
and soul.

[Owlbert](#)

# Powerful writing comes from the source



Realize what you are capable of when letting your imagination flow. Just flow, like a winding river of consciousness, through your humanity, out into the world.

[Rick Mahn](#)

Powerful writing reflects the heart, mind and soul

[Jason Slater](#)

If you feel motivated to write, if you feel passionate about your writing (even if it's a series of how-tos), and if you feel the drive ... that's all you really need.

[--Deb](#)

# Powerful writing comes from the source



The power of thanks: Thanks touches the spirit of others and yours, too - when it burbles up from the heart.

[Robyn McMaster](#)

When you write "with power" you are yourself. The only real influence that makes you powerful by writing is the spiritual force within you, that is your inner self.

[Radha](#)

Bonfire or flickering votive, shine on.

[Diane Cordell](#)

**Powerful writing reveals the  
depth of the writer's character,  
so I can see beyond the words  
and into his or her heart.**

[Terry Starbucker](#)

# Powerful writing follows intent

This is what powerful writing means to me. The decision to write, to leave a mark, to make a difference. To release, to realize the power of our own words.

Powerful writing delivers a message, speaks with authority, communicates simply, takes a risk and makes a difference. [wonderwebby](#)

Your words contain power. Your writing has the power to change things.

You've written with the intention to make a difference - and that is the difference you make.



**Powerful writing is the  
kind of prose which  
comes from inspired  
intent.**

[tldtim](#)

# Powerful writing changes things

Powerful writing makes me want to do something, be something, say something, write something that I cannot now but, because of what was written, am certain I someday will.

[Amy Van Huisen](#)

Go—do—be—say—think—change—NOW Strong words turn worlds 'round

[Amy Van Huisen](#)

Powerful writing is writing that has a (hopefully) positive effect, on a person or a situation ..... or the whole world! Such is the power of words, we have to be careful how we wield them :o)

[DMurphy Rodgers](#)

Powerful writing can fill your wallet, change lives and move your soul all at once. [Wendy Piersall](#)



# Powerful writing changes things

Topics that you are still thinking about days later that motivate you to reevaluate your own opinions.

[eeUS](#)

Challenges me think about how I am and how I relate to others, especially with the women in my midwifery care

[SarahStewart](#)

Powerful writing brings a spark of awareness in the reader's mind.

[Charkamman](#)

Powerful writing touches the spirit of the person reading...and compels them to proactively make a change for the better.

[Barbara Ling](#)



# Powerful writing changes things



Powerful writing, using only words, creates brick wall-breaking, heart-melting, thought-creating, fear-eroding, courage-growing images which change the world both boldly and serif-titiously. [Jon Swanson](#)

Powerful writing makes me pause, then stop and not do what I had intended to do next, simply because I want to think - hard - about what I have just read. [Bo](#)

As sought by the writer, powerful writing moves the reader to tears, or understanding or to action. RMW

Powerful writing stirs me to think about something in a way that I hadn't thought about before and stretches me to be more than I was. [Wendikelly](#)

**Powerful writing effects  
change: it enlightens, inspires,  
shocks, revitalises, clarifies.  
It demands a response.**

[amypalko](#)

# Powerful writing lingers

Powerful writing means getting into someone's head and creating thought that stays and lingers for days

[Men With Pens](#)

His words describing a simple trip into the woods ring with truth. They transcend time. They are powerful and yet they are simultaneously humble.

[Amy Palko](#)

Words combining perfectly, letters and energy melding into flawless art. The passion of the creator defines powerful writing; the impact immediate, the beauty not easily forgotten.

[Glenn](#)

Powerful writing tells a quiet truth



# Powerful writing lingers

Powerful writing (in fiction): Evocative, moving, compelling. [NadineTouzet](#)

It stirs up, captures, inspires. the words linger in your head long afterward. you write down quotes, or go back and reread. [Captainstardust](#)

Memorably evocative. Powerful writing lingers in the mind, sometimes forever. Powerful writing evokes different responses - an emotion, attitude, or desire - but the intensity remains strong with every reading. [Brad Shorr](#)

Writing flexes its power behind the reader's eyes, when the words fade away and the meaning takes over and he reads in great gulps, drinking in the experience.

[Dale](#): Paragraph City



**Powerful writing is like an  
echo in a canyon:  
it reverberates within your soul  
long after the words have been read**

[Karen Swim](#)

# Powerful writing inspires us to write

Powerful writing is what makes ME want to write! rich, multilayered, evocative, beautifully arranged words make me want to do the same [Captainstardust](#)

Powerful writing gathers up all my whirling, passionate thoughts, captures them between the covers of book, and makes me say, “I wish I could have said it that way.” [Amy Van Huisen](#)

To me, a powerful piece of writing is one which makes its readers think 'I wish I'd written that'. Powerful writing should also be inspiring! [Catherine](#): Sharp Words

Use metaphors. Be brief. Be an artist. Be unique. Use similes. Write about humanity. Be exciting. Have a deeper meaning. Come up with your own. [Damien Riley](#)



**We underestimate the power of  
language whether it is  
written, sung or spoken.  
Take a bag of words, dip your hand in  
and see what you can do.**

[The idea dude](#)

# Thanks

Thank you to everyone who took part in this project.

Special thanks to the guest authors who wrote articles for the site: Jim Murdoch, Debbie Yost, Robert Hruzek, Damien Riley

Thanks to everyone on Twitter for learning how to compress your words into 140 characters – without losing their power!

All definitions and illustrations are attributed, including a link to the contributor's website or Twitter ID. One liners without attribution are my own.

Joanna Young, The Confident Writing Coach  
*Because our words count*