

# YOUR ROAD TO STRONGER WRITING

FOLLOW THE ARMS PATH!

START HERE:  
FIRST  
DRAFT

STOP 1

**ADD**

juicy details  
or examples

STOP 2

**REMOVE**

what doesn't  
help your message



STOP 3

**MOVE**

parts to  
improve flow



STOP 4

**SUBSTITUTE**

weak words  
with vivid ones

FINISH LINE:  
REVISED  
DRAFT