

Welcome, Nurseketeers

September 23, 2020

Nurseketeers Newsletter

Creativity is essential to the readability of the written word in books, articles, stories, and reports. An author's credibility depends upon mastery of information, grammar, and punctuation, but the author's unique presentation of the material determines whether the content is engaging, easy to understand, believable, or interesting.

To write, you must be familiar with what has been written.



Creativity is an essential component of quality



JD and T Baker and Goodman
a book bubble about

A,B, & Cs of Author Partnering
Education & Reference

[synopsis](#) | [bio](#) | [website](#)



Author Insight

Creativity in Writing

Authors partners rely on creativity for more than producing unique, inspiring narrative. Creativity turns both conflict and confusion into an opportunity for inspiration.

Book Excerpt

A,B, & Cs of Author Partnering

Consider Creativity an important factor when evaluating product development and author integrity. For example, are the authors true to themselves; does the writing respect their own moral boundaries; does the content remain consistent with the setting, the characters/participants, and the culture of the work. The fiction author must remain true to the point of view of the character (the character's *voice*), ensuring that what the character says and does is consistent with who and what he or she is. Embrace the diversity of the partnership by encouraging the partners to bounce ideas off one another. By fostering creativity in the development of their products, partners can explore their own artistic talent.



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