

In *The Elements of Style* by William Strunk and E. B. White, readers are told, "write in a way that comes naturally -- prefer the standard, rather the offbeat." In other words, write for real people using real words. It is golden to me. My attempt at difficult verbiage that I think is good for my audience never transitions as smooth when I use them. As a writer, the purpose is storytelling whether symbology or plain-texted words. Writing is the medium to the mind, as flavor is to the tongue. Once you let it sit and caramelize, you will understand why it is necessary. For readers, to look in a dictionary for specific words to understand shortens the use of a book.

One phrase sticks with me about clichés, do not use it as the main course, use it as a seasoning. Where this come into play most; can be a crutch -- fill in something that makes sense instead used on occasion. Work away from the cliché to make something stand out. In chapter thirty-six, we fall into, "avoid these mistakes marketers make, sometimes writers use formal essays or stories more so, lean toward words or phrases that often come in the marketer form to get professional sound in their writing. Sometimes it gets lost in trying to make it clear for their readers. After this, I can see the importance of how writing should appear to readers.