Managing the tension between craft and heart

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As westerners, many of us have been trained to see much of life – which includes our writing — as problems to be solved. So, we approach everything as a problem and mishandle the tensions in our life. (Tim Arnold, *The Power of Healthy Tension)*

* Each pole has a necessary upside
* Each pole has a feared downside

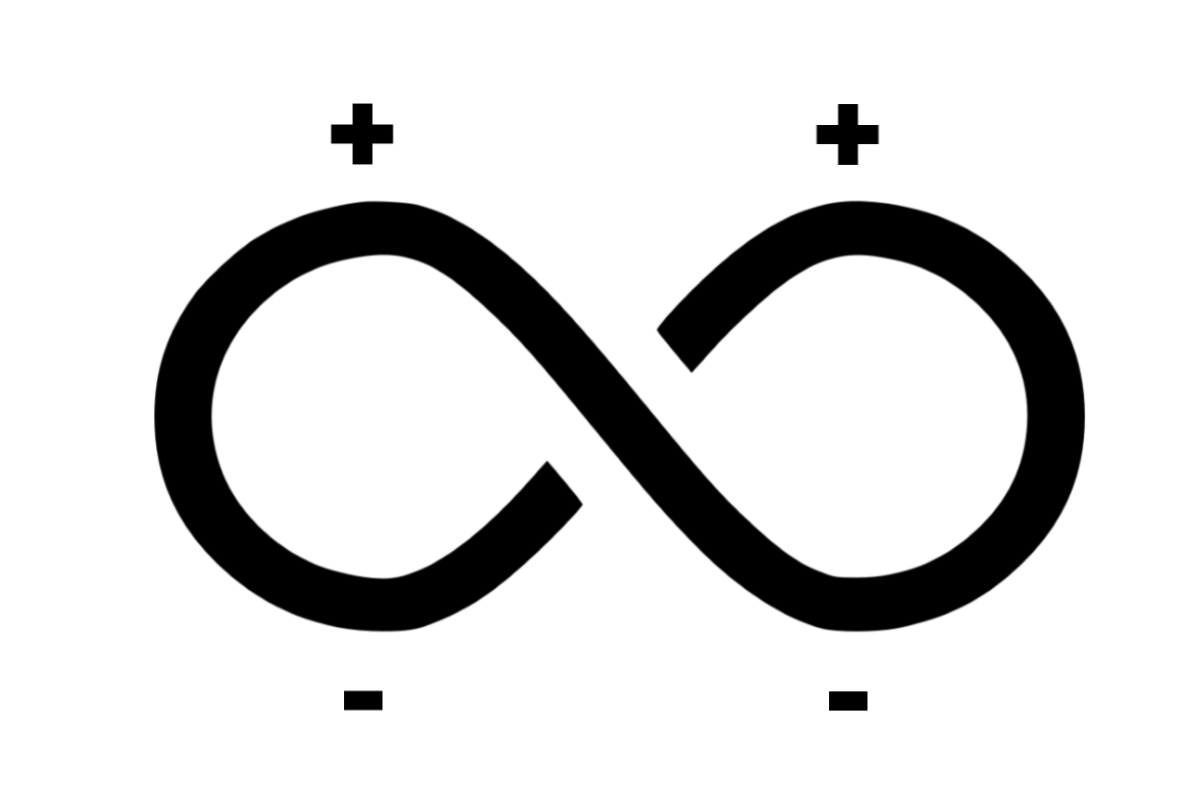
Today we will talk about how, as writers to manage the tension between craft and heart.

**Craft done well**: sets the table

**Heart done well**: touches, moves

**Craft done poorly**: impeded the reading

**Heard done poorly**: disengages the reader



Craft, the writing process, formatting/visual, copy writing, social media/ promotion, audience building, networking, marketing, and finished product