

Simplify, Clarify, Storify.

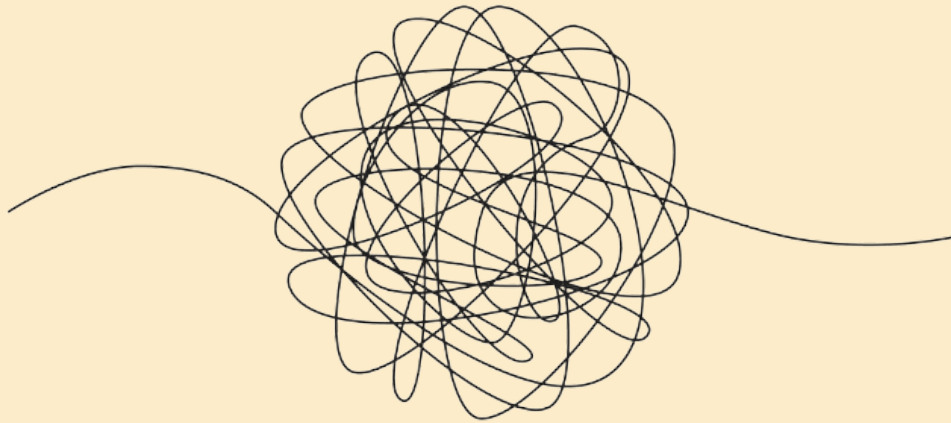


SimplifyClarifyStorify.com

Simplify.

“Everything should be made as simple as possible—but no more.”

ALBERT EINSTEIN



Whatever the topic, we show how to take a tangle of complicated, technical subjects and make them simple—without being simplistic.

We break down your communications—web copy, reports, RFPs and proposals, major reports, speeches, video scripts, presentations, and more—to bring everyone into the conversation.

We help your team master all writing skills—from the Golden Rule to sentences and paragraphs to style and details to grammar and editing, and much more.

Based on the latest research on the brain, *The Elements of Writing* offers simple, step-by-step skills to handle all writing challenges.

Clarify.

**“Clarity of mind means clarity
of passion, too.”**

BLAISE PASCAL

It's not enough to explain complex topics well.

For anything to matter, you need to find the essence of the subject. And you need to connect it to what matters for your team, partners, customers, and community.

Why are we here?
What do we do? What matters to us?

Most important: What do we want to share?

When you know the purpose behind what you write and talk about, you have a North Star.

And you can use that North Star to guide everyone in your world.



Skeptical? We don't blame you. Read on.

Storify.

**“I will tell you something about stories.
They aren't just entertainment. Don't
be fooled. They are all we have.”**

LESLIE MARMON SILKO

Forget the curse of corporate content. Instead, mesmerize your audience with stories that entrance.

To build great stories, for all purposes, you need a full toolbox of skills.

You can start to master these tools *fast*. Why? Because you have been living them. You just need someone to point them out.

But you have to be selective about what tools to use, when.

Together, we can apply your story-building tools to what matters for your work—right away.



Tactical and Practical.

Most writing programs don't actually teach writing.

A university survey of 104 writing classes found that only four taught the nuts and bolts of writing.

It's not much better in corporate training. These programs just hammer the same old clichés: Hook the reader. Get to the point. Tell stories.

But rarely do they show how.



This program is different.

We offer a complete set of distinct skills. Together, we choose the ones that will make the biggest impact.

Then we connect those skills to the specific kinds of content you need to write.

We show you how to master all these elements—step by step, with quick case studies of exemplary writers in all fields.

This program works, not in some ever-distant future. It works now.

SEMINAR TOPICS

Simplify

- **The Golden Rule of Writing:** A simple eight-word imperative that changes everything
- **Fractals:** The common structure of sentences, paragraphs, sections, and whole pieces
- **Details:** When you get the right specifics, everything gets easier
- **Long Tossing:** Developing authentic style
- **Grammar Made Simple:** Traffic control and collaboration
- **Editing From Big to Small:** A simple, deliberate process
- **As Simple as Possible–But No Simpler:** Finding the essence of everything you do

Clarify

- **Differential Diagnosis:** Finding the ONE Idea
- **Gestalt:** Visualizing the Whole Piece
- **Editing With Intent:** Strategies to find the essence of the piece
- **Connecting the Dots:** Images and Motifs
- **Theme and Variations:** Expressing your ideas in full
- **Proof:** Showing the Evidence to Demonstrate Your ONE Idea

Storify.

- **Neurostory:** How the brain perceives and acts in the world
- **The Narrative Arc:** The universal for all stories—and how to use it with originality and creativity
- **Moments of the Story:** Giving your story the essential reveals, twists, and turns
- **Knowing Your Characters:** Creating unique archetypes for the journey ahead
- **Desires, Needs, and Conflict:**
- **Creating a Storyworld:** How to make the setting pulse with meaning and possibility
- **Movement with Meaning:** Create actions, scenes, and sequences that matter
- **The 2+2 Rule:** Make your audience the “extra” character

Your Guide

Charlie Euchner has had a varied career—or careers (plural). But each one, inevitably, brings him back to writing and teaching.

As a journalist, academic, city planner, author, consultant, and coach, Euchner has seen writing transform people's lives.

“Writing is the ultimate superpower, no matter what you do,” he says. “It’s a path to mastery and connection. When you write well, you do everything else that much better.”



- Author of books on civil rights, baseball, cities, activism, and writing
- Writing professor at Yale and Columbia
- Director of Harvard think tank
- Former city planner
- Offers seminars and consulting services across the U.S.
- Educated at Vanderbilt (BA) and Johns Hopkins (MA and PhD)

Tapping the Brain

Our program builds on the latest insights from neuroscience, psychology, and Big Data.

Because of this research, we now know:

- Why people pay attention – and why they get distracted and stop paying attention.
- What kind of writing creates confusion – and how to fix it in literally seconds.
- How to get readers excited – but also how to avoid exhausting them.
- How to create a simple path, step by step, to make sure you keep the reader's attention.
- How to create the illusion of action ... even when you're talking about dry, abstract ideas.



We have tested our methods with every possible group, in corporations, schools, and professional associations. It works for each of these groups. It will work for you.

Keys to Mastery

The Elements of Writing seminars work because we follow five keys to mastery.

1 **Work With (Not Against) the Brain:** Give the brain what it wants: clarity, relevance, action, and a clear path.

Get Hands-On Work: Learn by doing. Apply what you learn right away with passages you bring to the seminar.

2

3 **Connect Learning to Passion:** Right away, connect learning to what you *really, really, really want*.

Master Simple, Intuitive Skills: Focus on simple techniques, rather than clusters of convoluted lessons.

4

5 **Apply Skills Right Away:** Get simple hacks and “cheat sheets” to use new skills the next time you sit at a screen.

6

This was truly the most successful education program I’ve run here. Everyone agrees that taking the program was time well spent. On a scale of 1 to 10, I think we scored at least a 12.

–Alan Fromm, Amneal Pharmaceuticals

MOST POPULAR

Choose a Plan

THE EIGHT-WEEK FLEX COURSE

We meet online, as a class, once a week for two hours. In between classes, participants get access to online lessons, an open weekly “office hours” session, and social media community.



LIVE ONE- AND TWO- DAY SEMINARS

Get an intense program, live and in person, tailored to your organization’s specific projects and needs.

Working with a short sample of my work, Charlie identified a number of simple principles — and, more important, ways to apply those principles – as I organized my story and produced drafts.

–Tania Von Allmen, author of *Return of the Phoenix*

NEW IN 2025

Go for the Gold

TOTAL WRITING & STORY MASTERY

Transform how you communicate throughout the organization in one month.


When you get everyone on board, you can 3X your productivity and impact.

Everyone will write better, faster, with more impact. Ideas will flow. Planning and execution will reach new peaks.

You will connect better with everyone: team members, suppliers, customers, and the community.

Ask about our comprehensive plan:

- Audit organization needs and set clear visions
- Create new work flows that transform how you work and create--from Day 1
- Create SCS teams that oversee work flows and transformation
- Set new industry standards for serving your customers and communities



If you once loved writing, Charlie will move you to once again reengage in that art. If you write marketing material for your business, you will learn some great tips how to draw readers in and leave them wanting more.

–Ann Marie Sidman, Gen Re

Raves

In two hours I learned more about writing than I had in an entire lifetime. Charlie quickly set a framework for my work, with an easy system to keep me focused and clear-headed.

–Lesley Roy, Yale Initiative in Religion, Science, and Technology

Charlie's passion touches every listener and motivates individual transformation. Speaking without notes, he connects with an audience in just a few moments. At the heart of his work is the power of storytelling, and his style of storytelling is impactful from the very first moment.

–Harris Stone, The Graduate Institute

The genius of a Charlie Euchner presentation is in the simple eloquence with which he delivers a bounty of usable information and advice. He connects with people using a conversational style loaded with ideas borne from his years of application and research.

–Chris Carroll, Vanderbilt Student Media

Call him “coach.” He's an extraordinary mentor who can help convert a competent writer into a compelling writer. Charlie practices his trade with equal portions of instruction, humor, encouragement and, yes, more than a little inspiration.

–William Walker, author of *Betrayal at Little Gibraltar*

Charlie will save months of frustration and make writing anything much easier. Trust me, it works.

–Ambassador Nancy E. Soderberg, author of *The Superpower Myth*

Raves

I was born and raised in Yemen and spoke Arabic most of my life; in 2016, I came to the U.S. to pursue post-secondary education. My English was severely limited then, although I was a writer in Arabic. My previous hopes for a prosperous future in Yemen have vanished due to the war, along with many of my previous memories. I am now forced to live in new linguistic and cultural contexts. I have studied at English Intensive Programs in Yemen, Saudi Arabia, Jordan, and the U.S. (at the University of Miami and the University of Pennsylvania). Your approach helped me more than all of these programs—combined—because it gets at the bottom line of storytelling, writing, and editing. Reading *The Elements of Writing*, as a nonnative English writer, was almost like a revelation.

– **Abdulrahman Bindamnan, University of Pennsylvania**

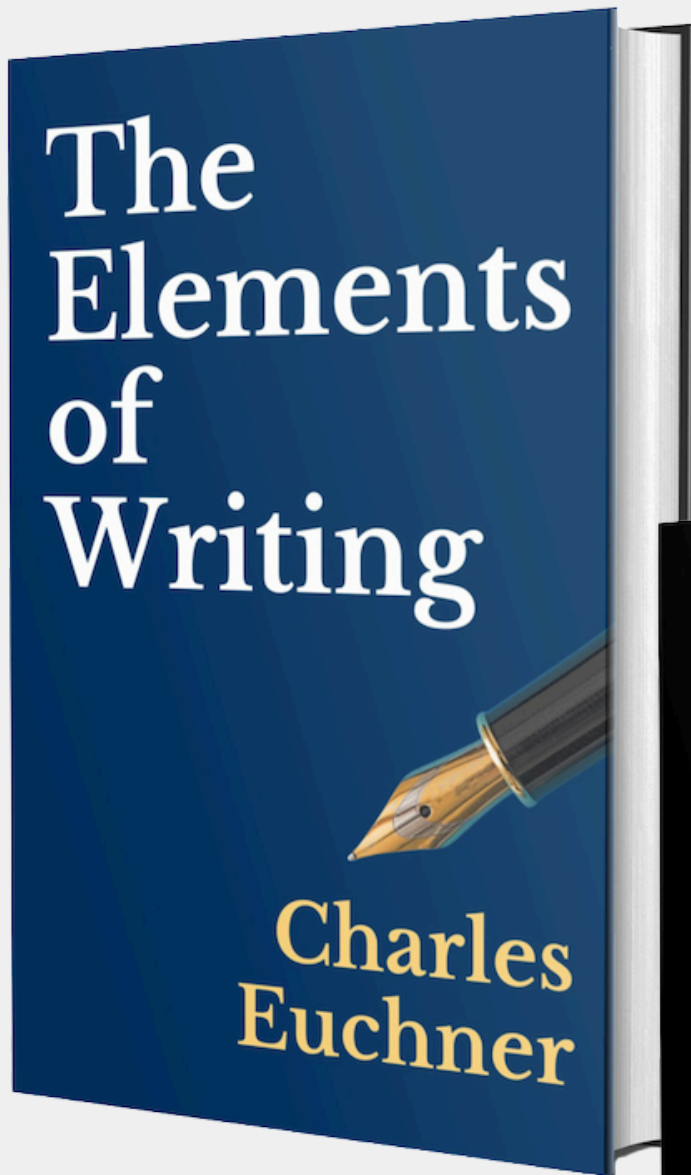
The Elements of Writing is an essential reference for writers and storytellers. I use it myself and recommend it to my students. The classic literary examples are extremely helpful. I feel smarter just having this book by my bedside, and I discover new insights every time I pick it up.

–**Lee-Sean Huang, cofounder and creative director of Foossa**

Charlie is a professional of the highest caliber who thinks strategically and excels at tactical implementation. He possesses genuine intellectual curiosity and never hesitates to dig deeper and challenge incomplete explanations. He cares deeply about his work, and his personal style engenders trust and buy-in.

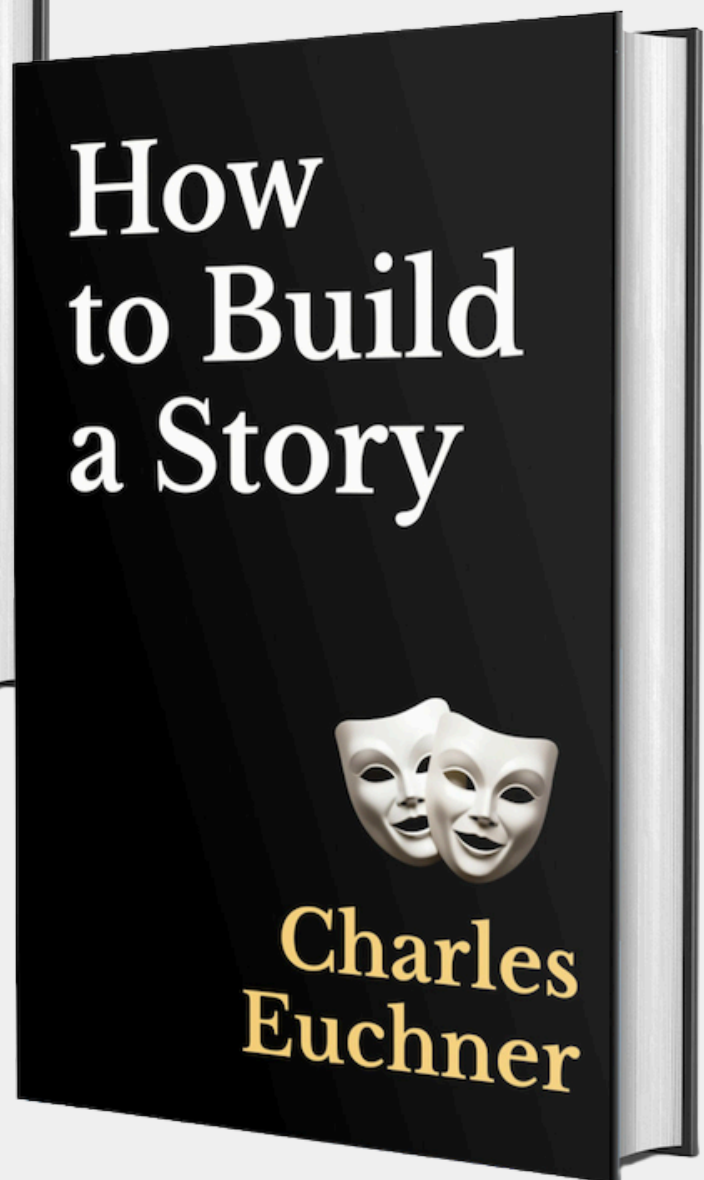
–**Kinda Younes, executive director, Industrial & Technology Assistance Corporation**

Books



Tactical
and Practical
Guides

Expanded
and Updated
in 2025



Join Our Circle.



Let's Talk.

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