

***8 Secrets from Science That Will  
Fire Up Your Reader's Brain***



# **WRITING FOR IMPACT**

**Bill Birchard**

**A PDF COMPANION TO THE AUDIOBOOK**

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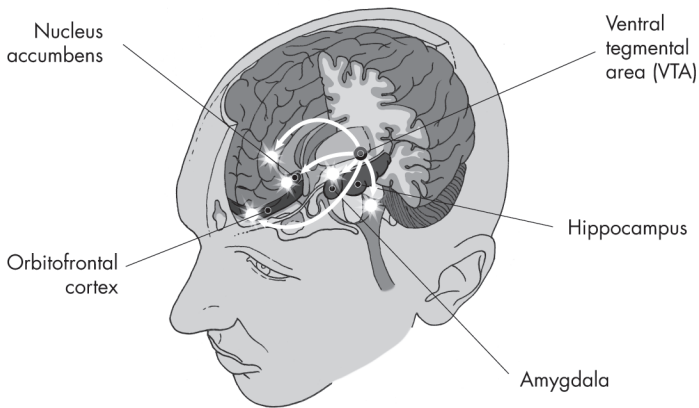
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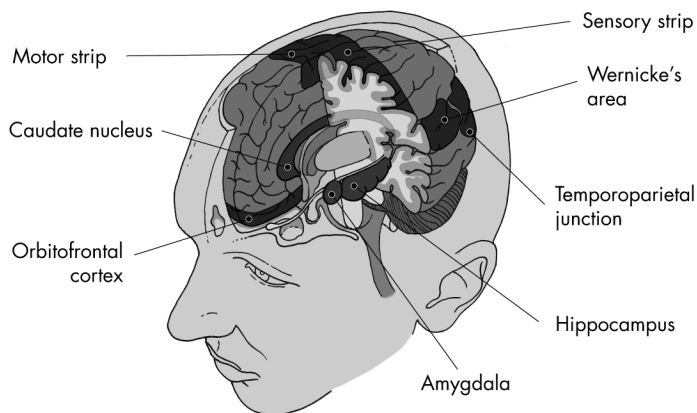


## INTRODUCTION

# REWARD YOUR READER



**Figure 1: The Reward Circuit.** Acting as your brain's motivation engine, the reward circuit releases dopamine when it detects a stimulus worth pursuing. The dopamine creates desire and intensifies your pursuit. If the stimulus—great writing or a great pastry—proves worthy, the dopamine prompts the release of natural opioids. The opioids spark pleasure in five reward-circuit hotspots.



**Figure 2: The Brain's Language Processors.** After the back of the brain decodes letters, other parts on both sides process words and meaning. Although no writing strategy activates just one brain region—many regions collaborate—one keystone region often gets a starring role. This allows us to isolate a “signature” region for each of the eight strategies.



## CHAPTER 1

# KEEP IT SIMPLE

### MY EDITS TO CHARLES DARWIN'S *ON THE ORIGIN OF SPECIES*

~~I will here give a brief sketch of the progress of opinion on the Origin of Species. Until recently the great majority of naturalists believed that species were immutable productions, and had been separately created. This view has been ably maintained by many authors. Some few naturalists, on the other hand, have believed that species undergo modification, and that the existing forms of life are the descendants by true generation of pre-existing forms. Passing over allusions to the subject in the classical writers,\* the first author who in modern times has treated it [the subject] in a scientific spirit was Buffon. But as his opinions fluctuated greatly at different periods, and as he does not enter on the causes or means of the transformation of species, I need not here enter on details.~~