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| Substitute | Take Out | Add | Rearrange |
| Replace:   * Overused words * Weak verbs with strong verbs * Weak adjectives with strong adjectives * Common nouns with proper nouns * “dead” words | Take Out:   * Unnecessary repetitions * Unimportant or irrelevant information * Parts that might belong in another piece | Add:   * Detail * Description * New information * Figurative language * Clarification of meanings * Expanded ideas | Rearrange:   * The sequence to produce a desired effect * The order for a more logical flow |