

Contact: Amy Gallagher 817.793.0945 | Amy@WriteARM.org

## How to Build a Better E\$\$AY

**...without throwing the brick, or your computer, through the window**

Amy Gallagher is a master of building better essays with her years of experiences as a corporate public relations communicator, certified English teacher, internationally-published journalist, as well as her years as a college tutor.

Amy's strategic method is also based on her years raising three sons, which presented the opportunity to support her sons' education by presenting the action steps of writing an essay by unlocking the left side of the brain where the analytical, the logical, the reasoning roam. Once their strongest side [left] of their brains was plugged into a 'black and white' system, this 'safety net' allowed their minds to engage in the process of writing with the confidence of numbers. Once this step was built, her sons discovered an abundant flow of creativity that began to flourish with ideas and anecdotes streaming from the right side of the brain where their imaginations transferred to the page.



It's similar to a homebuilder who must engage with the architect, the plumber, and the electrician to measure the spaces, to allocate the positioning of the wires, the pipes, the electrical outlets, the windows, the doors, in order to build the fundamental elements of a home. Once the 'black and white' has been established, the mind is free to play, to move freely into those creative spaces, thus liberating both sides of the brain simultaneously --- a true brain...storm!

The process of writing an essay requires the individual to interact with two parts of self: the logical and reasonable self where important decisions are processed, and the 'playground' where the individual explores the five senses which discovers his/her 'voice' enhancing the authenticity of the writing, while the individual emerges from the writing with a greater understanding the writing process and its formulaic ease for which future essays become that much easier to build...for college, for corporate positions, for \$UCCE\$\$.

**The tough part of writing essays is the lack of a system,  
or as Amy explains it, a 'formula' which she explains with ease.**

## **SUCCESS RATE**

Whether the student is in high school, college or professional in the workplace, Amy has taught all levels and grades, from grade 4 to 12, college scholarship-application essays, college research and writing, as well as adult literacy. With a journalism degree and five teaching certifications, Amy is internationally published with ten years of teaching experience.

Her success rate is measured by both words and numbers with respect to testimonials and by the number of students who had previously failed the English final exam, state mandated writing tests [ie, STAAR, EOC], but who went on to pass by 86 percent. Amy also coached her ESL high school students to master her ‘secret’ formula while tutoring students before and after school. Here’s a hint: She uses both numbers and letters to build a better essay.

**Numbers make sense because they are black and white.  
Writing is in the grey zone; it’s not always clear or straightforward.  
Amy’s course makes writing an essay easy, almost fun!**

Amy begins with analyzing the writing prompt to identify the ‘power word.’ From the ‘power word,’ her students learn how to frame the structure of the essay while brainstorming the details to know exactly where to put those details in their essays.

## **REGISTRATION: Time and Cost**

The 4-day [6 hours total to be scheduled by preference] course is \$100 per student. Students must be able to access/utilize Zoom. Course addresses the steps to build all types of essays: persuasive, argumentative, expository, and compare-contrast. To register for Amy Gallagher’s virtual course, “How to Build a Better E\$\$AY,” fill in the easy form in the ‘WRITING’ section of my website with your name, email and phone number, and Amy will contact you to schedule the days and times of your preference for the 6-hour course over 4 days.

**One brick at a time, learn how to build a better essay while securing a solid foundation to confidently identify and integrate evidence-based research to gain the attention of decision-makers, a higher-level audience, to score a scholarship candidate position, to soar throughout your college education and your career ambitions.**