

★ Let the reader see it!

T — Bob felt scared.

S ✓ → Bob's face went ashen. His breathing came in ragged gasps.

★ Use strong verbs!

— "Let's go," Mary said impatiently.

— "Let's go!" Mary snapped.

★ Let readers feel for themselves.

"Suddenly / unexpectedly" something happened

"The tiny insect-crawl of the second hand was the last thing she saw before the lights went out."