

# George David Gopen's Reader Expectation Approach (REA) to Writing in the English Language

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*“Dear George — With admiration and gratitude,  
I thought of your work with every word I wrote here.” — Alan Alda  
(refrring to his book *If I Understood You Would I Have This Look On My Face?*)*

## Transform your complex expertise into writing that wins funding, cases, and decisions.

George David Gopen's Reader Expectation Approach is based on how readers look for critical information in specific structural locations within sentences and paragraphs. Misalignment between writer placement and reader expectations is a primary cause of miscommunication.

REA is is validated in peer-reviewed literature and consistent with research in cognitive psychology and psycholinguistics. George's clients report publishing success, courtroom victories, and billions in grant funding.

**Event Date**

**Event Location**

**Event Time**

**Event Contact**

# Info at [GeorgeGopen.com](http://GeorgeGopen.com)