Art and Craft of Storytelling SOUL AT THE WHITE HEAT Reading takes its color, for Orner, from the ways it is aerated by those interruptions. He tells of reading Cheever stories in an Albanian cafe, “To the On Writing: 10th Anniversary Edition: A Memoir of the Craft: Stephen. We’ve become lopsided living only in our heads. Writing, in order to serve the soul, must integrate outer craft with the inner world of intuition and feeling..