What Makes a Good Piece of Writing?

A good piece of writing causes a change within the reader. If the reader's response isn't a positive one, then it should be negative—if the reaction is indifference, a connection hasn't been formed. There's no change. That's not a good piece of writing. A good piece of writing makes us think, makes us feel, makes us act. We should agree or disagree. Smile or scowl. Feel encouraged or disheartened. If the piece of writing is really good, it should make us want to continue its story by telling it to someone else.