You can always do this with aromatic rings...

Ethyl group...

[Chemical diagrams and reactions explained]
Aromatic ring π bond shifts — These are often understood, not drawn out...
You must obtain anion by most resonance structures, that are also good structures...
Dez stabilize between carbon's oxygen not as good as delocalized θ between two oxygens.
Better Resonance

2E

2F

Can't go to -CN