HOW TO Write Better RIGHT NOW

QUESTIONS to ask yourself WHEN YOU’RE WRITING

Do I sound like a real person? How can I make my writing voice more natural?

How do I know what I know? Why am I a credible source?

Who am I writing to? Why should they care about my topic?

What’s the most important point? Is it in the title and first paragraph?

Is this context really necessary? What can I tell the reader that they don’t already know? What’s the conventional wisdom? Why is it wrong?

Could this [sentence, paragraph, chapter, book] be shorter? Can I relate what I’ve written to something urgent or newsy?

Would my [sibling, parent, spouse] understand what I’ve written? How would I explain it to them?

What do I want readers to do? Have I tried hard enough to convince them?

Could a [story, quotation, statistic, image, photo] bring this to life?

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AVOID clichés AND BUSINESS JARGON

- Deep dive
- Drill down
- Core competency
- Leverage
- Buy-in
- Dog and pony show
- Reinvent the wheel
- Boil the ocean
- Robust

By using stale metaphors, similes, and idioms, you save much mental effort, at the cost of leaving your meaning vague, not only for your reader but for yourself.

George Orwell

MORE TIPS

1. Get someone else to read it
2. Delete meaningless adjectives like “key,” “exciting,” or “leading”
3. Use active verbs
4. Read it out loud

SIMPLIFY phrases AND CUT UNNECESSARY WORDS

As a result of → Because
Despite the fact that → Despite
Due to the fact that → Due to, because
Every single → Every
For the purpose of → For, to
In accordance with → By, under
In addition → Also, too
In advance of → Before
In an effort to → To
Inasmuch as → Since
In a timely manner → Promptly, on time
Incumbent upon → Must
In order that → For, so
In regard to → About, concerning
In the event that → If
It is requested that → Please
Leverage → Use
Limited number → Few
Majority → Most
Necessitate → Need
Numerous → Many
On a regular basis → Regularly
Pertaining to → About
Provided that → If
Provides guidance for → Guides
Time period → Time, period
Utilize → Use
With reference to → About
With the exception of → Except for
In order to → To