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?

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

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

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