

WRITING GREAT WORDS

WHO ARE YOU TALKING TO?

Think before you write. Who are you talking to? Why will they care?

WHAT ARE YOU SAYING?

Sounds silly, but it's not. Always sum stuff up in a sentence before you start to write.

CAN YOU WRITE IT SHORTER?

The answer is always yes. Editing is the most important part of writing.

WHERE IS IT GOING?

Different spaces need different words. How will what you write change in different contexts?

HOW DOES IT SOUND OUT LOUD?

If it doesn't sound right when you read it out loud, that's not how we write. Always good to test it on a person. Or in the mirror.