

CREATE SIMPLE, POWERFUL CONTENT

Christina Nguyen, High Point Creative



Good writing serves your readers well and gets to the point quickly and clearly. But how do you write simply *and* powerfully? Here are four tips.

1. **Jump right in.** Take a page from fiction writers – start right where the action is. No need for long explanations and backstory. Instead of, “There is another topic to cover here...” simply go with “Our next topic is year-end revenue projections.”
2. **Choose your words wisely.** Make sure the language fits your audience. If you are writing for doctors or researchers, highly technical words can be the right choice. If you are writing for a general audience, you don’t have to dumb it down, but pick shorter or familiar words that get right to the point.
3. **Remove the passive voice.** Look for sentence construction using “is” and “was.” For example, “The employee was acknowledged by her boss for excellent work.” Tighten it up by focusing on the people instead of the action. “The boss acknowledged the employee’s excellent work.”
4. **Cut unnecessary words.** By removing excessive modifiers like “very,” “a lot,” “somewhat” or “too,” you can streamline your writing. Cut vague words like “area,” “thing” or “aspect.” And of course, avoid redundancy. “At this point in time” is “now.”

And a bonus tip...if you have the time, put your writing aside, then come back to review it later. You’ll find it easier to edit with fresh eyes. If you don’t have time, ask someone to do a quick review for you.