

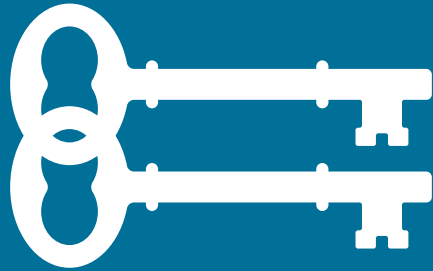
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WRITING KEYS

Simple, Short, Short

- Spoken Word (write like you talk)
- Simple words
- Short, choppy sentences
- Short paragraphs
- Flesch-Kincaid Readability Test (<8)



WORD CHOICE

"The right word is the difference between
lightning and lightning bug."
- Mark Twain

YOU, YOURS, YOU WILL

**WEAK COPY IS DRIVEN BY
ADJECTIVES & ADVERBS**

**GOOD COPY IS DRIVEN BY
GOOD VERBS!**

Weak Verbs!

- **Weak verbs are vague, fuzzy, static**
- Have
- Do
- Get
- Show
- Show
- Use

Good Verbs!

- Good verbs appeal to one or more senses
- “Good verbs invite us to see, hear, touch, taste, smell objects and ideas.”
- Good verbs convey visual imagery and action
- Good verbs demonstrate motion and activity

Good Verbs!

- Replace adverbs with better singular verbs
- Slowly walk -> **Strut**
- Gently touch -> **Caress**
- Loudly yell -> **Scream**
- Vigorously push -> **Shove**

Present-Tense Verbs

- Grew -> **Growing**
- Scaled -> **Scaling**
- Drove -> **Driving**
- Got - > **Getting**
- Saved -> **Saving**

Pluralizing The Verb

- Put music in your life
- Puts music in your life
- Burn ten pounds of fat
- Burns ten pounds of fat
- Get more clicks
- Gets you more clicks

Adjectives

- **Only use adjectives when they add more information**
- **Avoid fluff adjectives, meaningless** (e.g. amazing, incredible, fantastic, superb, outstanding, great, excellent, extraordinary, awesome, top-shelf, supreme, striking)
- **Choose better singular adjectives**
 - Really giving -> Generous

Evocative, **Not** Emotive

- Don't emote; evoke!
- About stimulating their emotions, not sharing yours
- "I'm so excited to tell you..." vs. "You'll be excited when you hear..."
- Pair evocative, sensory (experiential) language with the pain
- "No more sitting in silence, so no more feeling anxious on calls."

“And” vs. “But”

- **Be careful: “But” negates what was said prior**
- “This is super simple to use. **But**, it’s also extremely powerful.”
- “This is super simple to use. **And**, it’s also extremely powerful.”

“If” vs. “When”

- **Replace “If” statements with “When” statements**
- **If** you're struggling to get...
- **When** you're struggling to get...

The word “that”...

- **Trim all the unnecessary uses of the word “that”**
 - “He said **that** he was going to the store so **that** he could get some food.
 - “He said he was going to the store so he could get some food.”
- **Replace the word “that” with “which”**
 - You can do more. And **that** means **that** you get faster results.
 - You can do more. Which means you get faster results.

Emotionally-Charged Words

- Embarrass -> **Humiliate**
- Take -> **Swipe**
- Beat -> **Pummeled**
- Won -> **Dominated**
- Tired -> **Exhausted**
- Made fun of -> **Mocked**
- Broke -> **Crushed**
- Told -> **Snitched**

Loaded Language

- A word or phrase is "loaded" when it has a secondary, evaluative meaning in addition to its primary, descriptive meaning.
- Pro-Abortion vs. Pro-Choice
- Weed vs plant
- Pest vs Insect
- Vaccine vs. Medical Procedure
- “Her benefits were slashed” vs. “Her benefits were reduced”
- “The Trump wall” vs. “The wall approved by Congress in 2006”

METAPHOR