

The 8 habits of brilliant business writers.

You're judged by your writing. Get a light sentence.

HABIT 1

Use plain English.

Research shows complexity kills trust. Use natural, everyday language. Einstein: 'If you can't explain it simply, you don't understand it well enough.'



HABIT 2

Think like a journo.

Readers are ruthless: they skip, skim and delete. If you bury your main point, they'll miss it. Lead with it, as in a news story. Cut to the chase, then 'backfill' with their likely questions/reactions.



HABIT 3

Be concise.

Be brief. Like this. Cut the waffle.



HABIT 4

Adapt to your audience.

Good writing is about psychology, not fancy words. Get in sync with how they think. Consider the 3 P's: What are your audience's Priorities, Problems and Personalities?



HABIT 5

Lead with their need.

Don't fixate on what you want. Also consider your reader's needs. When you lead with their need, they're more likely to read.



HABIT 6

Do the work for your reader.

Assume they're lazy and busy. If it's hard to read, you'll lose them. Make it easy. Simplify. Then 'chunkify' – your sentences, paragraphs and slides. Delete redundancy. Highlight the interesting.



HABIT 7

Make it engaging.

It's about time: Imagine you'll only get 5 seconds of attention. Warm them up from there. They're 'water-skiers' not 'scuba divers' – they skim-read. So use snappy headlines, graphics, summaries and key-points lists to quickly communicate your highlights.



HABIT 8

Proofread carefully.

Never write, polish, and send immediately. Put it aside to get fresh eyes. Use spellcheck and/or a colleague to check for errors and clarity. You don't want to look dum. [← like that](#)

