

“How to Write Better”

**The better you write,
the higher you go in life.**

**People who think well, write well.
(Woolly-headed people write
woolly memos, woolly speeches).**

**Good writing is not a natural gift.
You have to learn to write well.**

Here are 11 hints:

- 1. Read Stephen King’s book on writing.** It’s called, er, “On Writing: A Memoir of the Craft.” Read it twice.
- 2. Fear is at the root of bad writing.** Don’t second guess yourself. Be brave. Have fun.
- 3. Write the way you talk.** As if you’re sitting down with a friend and sharing a story.
- 4. Write one word at a time.** Use short words, short sentences and short paragraphs.
- 5. Never use jargon words like conceptualising, onboarding, actioning.** They are (in David Ogilvy’s words) hallmarks of a pretentious ass.
- 6. Avoid adverbs at all costs.** Adverbs are not your friends. They lead to flat, lazy writing.
- 7. That beautiful sentence you love?** That phrase that fills you with pride? Kill it. Kill all your darlings.

8. Relax with the grammar.

The object isn’t grammatical correctness but to welcome the reader and then tell a story.

9. Never send a letter, memo or email immediately. Read it aloud - and then edit it.

10. If it’s important, get a colleague to improve it. Tell them what the writing is meant to achieve.

11. Leave out the boring bits.

Is this all we know?

These findings apply to most brands, most categories of products and services. But not to all.

Stefano Boscutti has developed a separate and specialised body of knowledge on what makes for success in writing for food products, travel destinations, financial services, media properties and other industries.

But this special information is revealed only to the clients of Stefano Boscutti.

Stefano Boscutti

Want to improve your writing? Stefano Boscutti has a comprehensive one-hour presentation on successful written communications. If you’d like to see it, please email stef@boscutti.com