

# WriteHelp4You® 5 Secrets to Great Writing!

## 1. Don't get hung up.

If you are staring at a blank page and don't have any idea of where to start, put down the pen or keyboard. Step away and do something else! Better yet, get out your smart phone and start talking as you record your voice. Just let your words and ideas flow without any regard for sentence structure, punctuation, grammar, or anything else that can polarize your thoughts! Then play back and take good notes to start an outline of what you want to write.

## 2. Be human.

Humans are just that—humans! We are social and thrive by interacting with other humans. Make your writing grab readers by expressing your understanding of their issues, their pain, their challenges. Think of having coffee with someone you care about and want to help. See your writing from their perspective and then express your thoughts clearly. Your readers want to feel connected by the words you choose and what you are sharing with them.

## 3. Cut out the fat.

Use less words to make your point! Readers have less time and little patience to move through the weeds and unnecessary words to understand your message. If you're writing for a digital purpose, like a website, be clear right from the start. Your readers will decide in just a few seconds if they want to continue reading your message. If you're concerned about SEO optimization, less is more! Sentences should ideally be less than 20 words. Paragraphs should be short and concise with varying sentence sizes.

## 4. Use the right tone.

So, what is tone? In one word, it's "attitude." Decide if the piece you're writing is formal, objective, funny, intimate, educational, persuasive, etc. and write accordingly. You'll need to know the purpose of what you are writing. Is it a love letter or an obituary? A business proposal or wedding invitation? An advertisement or a blog? There are so many types and styles of writing. Once you have established your writing's purpose (to inform, to sell, etc.), choose words that best express the right tone. Use the "read aloud" feature on Word to hear what you wrote.

## 5. Keep the flow.

Know your goal and write to achieve it. Skipping around from topic to topic without a unifying purpose can confuse and frustrate readers. You want your writing to flow and make sense from beginning to end. If your readers have to pause to figure out what you are trying to say, you may lose them (and for good!). If you're writing a paragraph to sell shoes, leave unrelated items out of it! Save your other products for their own section to help direct readers on your content.

Get more tips and help at [www.writehelp4you.com](http://www.writehelp4you.com)