

Short sentences (6 words or less) are great for emphasizing impactful statements and adding rhythm to your writing.

Use them.

First round of editing:

Aggressively look for words/phrases/sentences that you can cut. Be the villain in a slasher flick.

Second round of editing:

Now look for typos.

Repeat.

The words you use for text-on-screen should match the words the VO is currently saying. Otherwise, it's *super* confusing.

For ads, focus on just one benefit. That benefit should hog the spotlight. Ads are divas, not bands.

If you stop saying "streamline processes" you will make the world a better place.

Write a first draft and cut 40% of it. This forces you to get rid of the crap you don't need.

You don't need to put `www.`
on anything. Ever.

It's not 1995.

Simpler is always better. This post would be much more impactful without this second sentence.

Don't start writing until you
can articulate what you're
trying to accomplish.

If you stop saying "innovative solutions" you will make the world a better place.

If your first sentence is really long, you better have a good reason or the writing better be *really* damn good.

Never have a long paragraph listing things or dumping data. Turn that paragraph into bullet points.

White space is
your friend.

You don't need the stupid little st/nd/rd/th on dates. Just say "July 9." It's cleaner and people will read it as "July ninth" anyway.

If you stop saying "your unique business needs," you will make the world a better place.