

LET'S FACE IT

Most content is boring, and most books are boring. Yet, many of us feel compelled to finish a book the moment we start reading it. I don't know about you, but if you ask me, I feel tired and jaded after finishing a book I don't really like to the point I'm not incredibly excited to read another one any time soon.

WHY?

We associate books, especially literature, with deeper thoughts and insights, so it's important to possess the patience and perseverance to finish what we believe to be a great story even if it doesn't speak to us. When it comes to writing, you may take a lofty approach. I did for many years until one day I figured out I was writing bad content.

HOW?

But to be honest, we should treat book choices and our writing styles how we treat music or TV shows. If they don't match your preferences for pacing and style then SKIP, DROP, and MOVE ALONG.

Read the next slide for the top tips when writing or reading.

1. KEEP IT SIMPLE

Great content is about simplicity. This philosophy works in any given context. Why make something harder than it has to be? Truthfully, sometimes we have to learn the hard way to find the easy way or to finally realize why the simplest method is best.

2. THE 5 SENSES

Great literature paints a picture. It appeals to the senses. If it can't, it's probably not written well. Well-written content allows you to feel the environment, smell and taste food as if you're there, as well as see and hear the sounds around you.

3. ACTIVE LANGUAGE

We're often tempted when choosing great literature or writing it to find content with the best adjectives. However, the best adjectives are already built into descriptive verbs used in active sentences.

ACTIVE SENTENCE: The boy **threw** the ball.

PASSIVE SENTENCE: The ball was **thrown** by the boy.

DESCRIPTIVE VERB: The crazy scientist **concocted** a plan.

NON DESCRIPTIVE VERB: The crazy scientist **made** a crazy plan.

4. SIMPLE SENTENCES

The best way to construct a simple sentence is by using the SVO method.

Subject: I
Verb: ate
Object: cheerios

5. OVERUSED GRAMMAR

- “to be” “are” “is” “been”
- using the words “to” or “of”
- “for” “and” “nor” “but” “or” “yet” “so”.
- “like”
- “that” as in “This is the last dash ‘that’ I’m writing for this tip.” Notice how it's unnecessary language. The following sentence means the same thing: “This is the last dash I’m

6. WRITE W/ INTENTION

You're not simplifying if your big words don't serve a very specific purpose. Usually, those purposes only apply to contexts in which you wish to convey big ideas more comprehensively, achieve deeper meanings, or elicit certain emotions.

These things constitute perhaps the worst atrocities we all commit.

Notice how the above sentence you just read could have been way weaker:

“These things are maybe the worst mistakes we make.”

That's a drastic difference!

7. JUST START

Write anyway, any way, any how.
We worry about imperfection before
we start or even as we go.
No. Stop. Stop. Stop.
Write no matter what. Don't let
anything inhibit you from getting
into a flow or in the zone.
One thing at a time.
Create first.
Refine last.