

Six Tips to Be a Better Writer

1. **Be visual and conversational.** Be concrete, make your reader see and stop trying to impress.
2. **Beware “the curse of knowledge.”** Have someone read your work and tell you if it makes sense. Your own brain cannot be trusted.
3. **Don’t bury the lead.** Clarity beats suspense. If they don’t know what it’s about they can’t follow along.
4. **You don’t have to play by the rules, but try.** If you play it straight 99% of the time, that 1% will really shine.
5. **Read Read Read.** The English language is too complex to learn from one book. Never stop learning.
6. **Good writing means revising.** Never hit “send” or “print” without reviewing your work — preferably multiple times.