

Dedicated to building powerful writing and presentation skills

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POWER WRITING TIPS

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Quotable Quote

On Perseverance

"We can do anything we want to if we stick to it long enough."

~Helen Keller

How to Boost Writing Clarity

To make your writing clear and informative, use specific, concrete terms, and avoid general, vague wording.

Be Specific and Use Numbers and Percentages

Review the examples below to see how using numbers and percentages as well as specific, rather than vague or general terms increases clarity:

No: We will meet **before the end of the month.** (too general)

Yes: We will meet on **May 26.**

No: She noted that **most** of the team approved the change.

Yes: She noted that **98 percent** of the team approved . . .

No: We had a **large increase** in sales this month.

Yes: We increased sales by **\$250,000** this month. (more impact)

Practice: Circle the words that are too vague in these sentences:

1. Chris expects a gradual increase in costs.
2. We need several more votes to pass this measure.
3. This situation requires a quality review.

Answers:
1. Chris expects a **2 percent** increase in costs.
2. We need **62** more votes to pass this measure.
3. The **May processing errors** require a quality review.
(The word "situation" is not specific enough.)

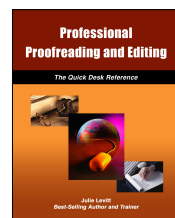
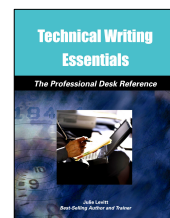
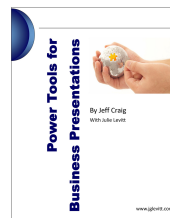
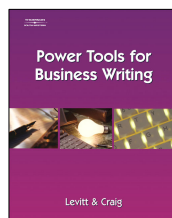
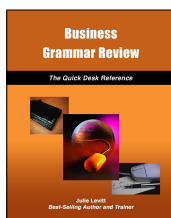
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