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You're busy, so I'll keep this quick.

Following are the simplest tips I can give you to easily—and forever—improve the quality of your writing.

Delete the word “that.”

At least 90% of the times you use the word “that” can be removed from your writing and it will instantly make your sentence stronger.

Ex: “You believe that I’m lying, but I’m not.” becomes “*You believe I’m lying, but I’m not.*”

Delete the words “I think.”

It adds nothing. Remove it to strengthen your point.

Ex: “I think this is a good sentence.” becomes “*This is a good sentence.*”

Avoid words that end in “-ing.”

In most cases, the “-ing” softens your word and adds no value. Your writing will read better if you avoid it.

Ex: “The experiences we’re seeking end up being underwhelming and even disappointing.” becomes “*The experiences we seek often underwhelm and disappoint.*”

Short sentences. Short paragraphs.

Most sentences can be cut in half. Don’t be afraid to have a two or three word sentence.

Keep paragraphs to less than three sentences.

White space is your reader’s friend.

Shrink your opening sentence.

Make it compelling, but keep it short and conversational.

Ex: “This is a post that’s going to help you become a better writer.” becomes “*I can help you.*”

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