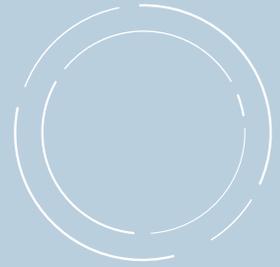


How to Become a More Compelling Writer

with **Scott Keyser, The Writing Guy**



- Write for your reader.
 - This requires you to understand your reader well enough to craft your writing accordingly. The reason this is so critical is because you need to tap into something they care about in order to grab and hold their attention. This is human nature. And while you may want to believe that you are so brilliant that people should naturally just care about what you have to say, you need to realize you aren't the only brilliant person out there. Which means you need to break through the noise. Tapping into something they care about is the most effective way.
 - This means your writing needs to be more about them than you. There is the art of writing compellingly and involves you anchoring your POV around what matters to your audience. The other way around is reserved for a diary entry or auto-biography.
- Find your voice.
 - This is much easier said than done. What it necessitates is you defining your brand character and TOV as it relates to the style of your writing.
 - Your writing character is how your writing shows up and is perceived by your reader. Or in other words, your writing personality. What would be the ideal review of your work? Or, what do you want people to think or believe about you as a result of the work? Do you want people to think you are smart and articulate? Or do you want people to think you are clever and entertaining?
 - Your TOV then becomes more specific choices around the way you want to sound in order to deliver on the character. If you want people to think you are articulate, your tone is probably that of sophistication with well constructed sentences with intentional word choice (i.e. avoid slang and filler words). You can have your own definition of what "articulate" is, the point here is that you have one that matches people's perception.
 - Note that your writing character and TOV reflects and is connected to your Personal Brand. If you are struggling with how you want to sound, start there and think about the reputation you want to have. Note that consistency is key for verbal resonance. Don't try and be someone you are not.
- Structure is important.
 - The one-pager was pretty much invented at P&G. In fact, they teach the P&G one-pager at Harvard. The reason why it is so prolific is because it organizes the writer's thoughts according to the natural way readers internalize information.
 - Regardless if you use this exact format or not, the approach should be the same. You need to think about how your reader will process through what you are saying in order to write in a structure that will pull them down your funnel. A couple key mistakes people make:
 - Burying the lead. In almost all cases, you should lead with the purpose of your communication. This should be clear, concise and actionable.
 - Ramble. Use bullets to organize the key thoughts.
 - Too long. Avoid loading your written communication with EVERYTHING you think they need to know. Consider your reader and what is most important for them to understand. Self-editing is key.
- Proofread
 - Nothing ruins your credibility more than when making silly spelling, punctuation, or word choice mistakes. All of which can be avoided with a simple proofread...even with quick emails. People think they get off the hook when they send via their smart phone because it is expected that there will be some mistakes, especially when we are all very busy, right? Wrong.
 - The proofread also gives you a chance to double-check that your thoughts are clear and concise. Put yourself in your reader's shoes and internalize it from their side. Did you in fact address the key important points? What other questions could they have as a result? Note: you may not necessarily answer them here, but you will have those answers ready when they respond. Is your tone consistent with your style yet appropriate for the communication? Does the communication appropriately represent your character?
 - Proofreading also helps you address blind spots. For example, being all business and forgetting to thank the team or acknowledge good work.