Timing, Rhythm, Musicality

Resource: <https://www.plainenglish.co.uk/>

The Plain English Campaign.

Timing, Rhythm, Musicality. Show and hope they will feel. Beats

Example 5.53-1

As you battle to turn your company into a raging success, remember that a lot can be learned from people whose startups have crashed. They might, in fact, be the best people to consult with if your business is stuck in a hole – as their tragic tales may help you avert a foreseeable catastrophe. I understand that for budding entrepreneurs, like yourself, it’s natural to yearn for countless success stories in the world of business. A new study, however, suggests it may be more instructive to go and grab a beer with some entrepreneur losers.

Revision: 1

Revision: 2

Example 5.53-2

I have a dream that one day, on the red hills of Georgia, the son of former slaves, and the sons of former slave owners, will be able to sit down together at a table of brotherhood.

I have a dream that one day, even in the state of Mississippi, a desert state, sweltering in the heat of injustice and oppression, will be transformed into an oasis of freedom and justice.

I have a dream that my four children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

BEATS

I have a dream that one day, on the red hills of Georgia/

the son of former slaves, and the sons of former slave owners/

will be able to sit down together at a table of brotherhood.

I have a dream that one day, even in the state of Mississippi/

a desert state, sweltering in the heat of injustice and oppression/

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I have a dream that my four children will one day live in a nation/

where they will not be judged by the color of their skin/

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SHORT BEATS

I have a dream that one day/on the red hills of Georgia/

the son of former slaves/and the sons of former slave owners/

will be able to sit down together/at a table of brotherhood.

I have a dream that one day/even in the state of Mississippi/

a desert state/sweltering in the heat of injustice and oppression/

will be transformed into an oasis/of freedom and justice/

I have a dream/that my four children/will one day live in a nation/

where they will not be judged/by the color of their skin/

but by the content of their character.

Revision: 1

Revision: 2

Example 5.53-3

Not only do you lock in your rate, but you bring forward the tax deductibility to the current year so all the deductible interest that you would have paid over the year you bring into the current financial year as a deduction.

Revision: 1

Revision: 2

Example 5.53-4

“We were not prepared to stand by while a fire was burning in the house,” Mr. Hockey told reporters. Unless we fix the budget together, we will leave the next generation a legacy of debt, not opportunity.”

Revision: 1

Revision: 2