



# Writing Guide

## ▼ How to find a topic a

### Think Angles, not topics using STRIC

Few people want to read an overview of a topic. Instead, find an angle to write about.

- **Surprising** — presents unexpected new information or theories
- **True** — we actually believe it
- **Important** — has an impact on our behavior
- **Relevant** — related to domains we care about
- **Cool** — we think we'll look impressive for sharing it

### Spikey Point of View

💡 Another way to add personality and make your writing more interesting is to find a Spikey POV

- A view that is both surprising and true, and often reads like a bit of a hot take 🌶
- It doesn't have to be a universal truth
- Is meant to be provocative
- It's a belief you feel strongly about and are willing to advocate for

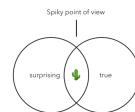
Examples:

- *Annual planning is colossal waste of time* [Link](#)
- *In XP, engineers spend a majority of their time coding, not reading the code*
- *PRDs (product requirements documents) are the worst way to drive product progress.*
- *Launches aren't a one-time event. Most companies do a ton of work for the launch, but don't spend enough time on what happens after. A good launch means sustaining the momentum once the confetti settles.*
- *Most people suck at managing up. They waste their boss' time with too much (or too little) information.*
- *A huge amount of success in business is random, unplanned or probabilistic. Much of the effort in business is devoted to pretending that it isn't.* [Link](#)

Wes Kao — 💡 Spiky point of view: Let's get a little controversial

We live in a noisy world. Whichever industry you're in, there are thousands of other people like you trying to get noticed. Unless you distinguish yourself, you'll never get a chance to show how different you actually are. To stand out, you need to develop what I call a "spiky" point of

wk <https://www.weskao.com/blog/spiky-point-of-view-lets-get-a-little-controversial>



(weskao)

### Super Specific How

Most articles suck because they lack the detail readers want. We want to see exactly how you accomplished something.

So take an idea and break it down step-by-step for the reader providing examples and templates along the way.

Example:

### How Superhuman Built an Engine to Find Product/Market Fit

Superhuman founder and CEO Rahul Vohra walks us through the framework his startup used to make product/market fit more actionable, detailing the survey and four-step process that were key to measuring and optimizing it.

1 <https://review.firstround.com/how-superhuman-built-an-engine-to-find-product-market-fit>



## Surprising connection

X and Y are seemingly different, but [surprising connection] concept ties them together.

## Social Proof 1

I've spent [social proof] learning about [concept]. Here are my [X learnings] to help you [outcome]

<https://twitter.com/KateBour/status/1478792178726019073?s=20>

## Social Proof 2

I've [quantifiable social proof]. Here are [X observations/mistakes/pieces of advice].

<https://twitter.com/ericasmyname/status/1528723310300651520?s=20>

## Specific difficult situation

Talk about a time when you were under the gun, in a particularly tough situation. Write about what you did and what you wish you had known at the time.

[Specific difficult situation]. I wish I had [knowledge] for navigating the situation. Here's what I did to overcome [situation] and achieve [outcome].

<https://twitter.com/jalehr/status/1564613975337103365?s=20>

## How to achieve the promise land

Everyone wants [generally desirable outcome] but [difficulty in achieving said outcome]. Here's why, and what to do instead.

<https://twitter.com/tomwhtley/status/1547204237393661955?s=20>

# Predict the future

🌶️ Hot take: [provocative opinion on trend or fiesty prediction about the future]. Here's why:

<https://twitter.com/thatrobленон/status/1563554606386294784?s=20>

## **Insight → Framework**

Lead with an insight then introduce a framework or activity for putting it into practice.

I've found that [bad thing] is due to not recognizing [insight]. Use the [framework/practice] to avoid [bad thing] and achieve [outcome].

<https://twitter.com/shreyas/status/1223816209159712769?s=20>

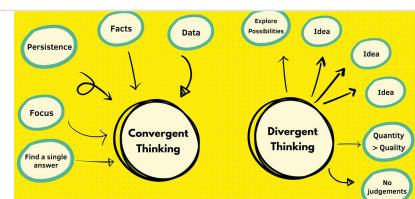
## Summarize

Summarize a recent article/podcast/presentation on a topic and write about how it applies to your field.

## Example:

## The Science of Creativity

A summary of Dr. Huberman's recent pod with some of my own commentary thrown in.



## Special formula

I've achieved [outcome] using [technique]. Use my [special formula].

<https://twitter.com/jayclouse/status/1586820809666007040?s=20>

## ▼ Where to post

LinkedIn

## HackerNews

Dev  
Hashnode  
Taro Blog  
Slack communities  
Twitter  
Medium

## ▼ Software for writing

### Extensions / Keyboards

- [Grammarly](#)

### AI Writers

- [Lex](#)

## ▼ Voice

### Consider Primary tone-of-voice dimensions in your writing

- **Funny vs. serious:** Is the writer trying to be humorous? Or is the subject approached in a serious way?
- **Formal vs. casual:** Is the writing formal? Informal? Casual? (Note that casual and conversational are not necessarily synonymous, but they do often appear together.)
- **Respectful vs. irreverent:** Does the writer approach the subject in a respectful way? Or does she take an irreverent approach? (In practice, most irreverent tones are irreverent about the subject matter, in an effort to set the brand apart from competitors. They are not usually intentionally irreverent or offensive to the reader.)
- **Enthusiastic vs. matter-of-fact:** Does the writer seem to be enthusiastic about the subject? Is the organization excited about the service or product, or the information it conveys? Or is the writing dry and matter-of-fact?

## ▼ Further reading

Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content

Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content:

9781119854166: Business Communication Books @ Amazon.com

 <https://www.amazon.com/Everybody-Writes-Improved-Go-Ridiculously/dp/1119854164/>

