

## Writing Cheat Sheet

### Word Choice

- Clutter – Avoid drawn-out phrases. Example: "at this point in time" vs "now."
  - *Action:* Pare sentences down while retaining meaning.
- Jargon – Tailor technical or esoteric wording to your audience.
  - *Action:* Simplify wording without losing specificity.
- Abbreviations and Pronouns – Don't be afraid to use contractions (except the ambiguous "I'd", "he'd", etc) and "I." This adds warmth, a personal touch, and flow.
  - *Action:* Use contractions and "I" where it makes sense.

### Time/Attention Span

- Logical Flow – Ensure sentences connect and work together to form an idea.
  - *Action:* Summarize each paragraph and eliminate wayward sentences.
- Progression – Get to the point. Provide necessary detail, but don't meander. Respect the reader's time.
  - *Action:* Eliminate unnecessary sentences and ensure all sentences propel the idea forward.

### Revision

- Rewrite – Don't use the first draft of anything. Give every email, every readme, every note a once-over. You'll always find something to fix.
  - *Action:* Revise at least once.