



# Accelerate your career by writing online

An online course by David Perell

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## Writing One Sheet

### Rules for Writing

1. Use short sentences. Clarity is key. Make your sentences simpler than you think you should.
2. Use simple words. If you wouldn't use it in a bar, don't write it.
3. No cliches. They diminish the weight of your ideas and the power of your prose.
4. Delete all extra words. Make your point and get out of the way.
5. Be precise. Use statistics and examples instead of generalizations.
6. Surprise the reader. It proves you're entertaining them or teaching them something.

### How to Find Ideas

1. Talk to friends. Conversations are inherently random, which sparks serendipity. You're also forced to structure ideas on-the-spot, which makes it easier to write about those ideas.
2. There are no original ideas. Everything is a remix. Great ideas occur when you make connections between existing ideas, and build upon them.

### Planning to Write

1. Don't try to write for an audience. Pick one person to write for instead. Then, imagine the questions they'd ask and the rebuttals they'd make.
2. Before you start writing, put three things at the top of the page: (1) set the context, (2) outline the questions you're going to answer, and (3) share your one-sentence answer to the question. Then, make sure every sentence relates to what you've written at the top of the page.

### Organization

1. Spend more time on organization than you think you should. It will save you time.
2. If you have writer's block, stop writing. Say the ideas out-loud and transcribe what you say instead.
3. If you're struggling with organization, draw out the ideas to see how they connect.

### Editing

4. Before editing, change the color and size of the font. It helps you see your writing differently, which makes editing easier.
5. Edit in a different place from where you usually write.
6. Read your writing out-loud.
7. When asking friends for feedback, remember the CRIBS acronym. Ask them to tell you what's (1) confusing, (2) repeated, (3) insightful, (4) boring, and (5) surprising.