Cut ALL the extra words

No one needs:

- Courtesy words that are unnecessary
  - please
  - welcome

- To hear what we don't have
  - under construction
  - coming soon

- Repeated words or ideas
  - It's not helpful to say things twice!

Break a complex sentence into two

TIP:

Divide the sentence at one of the FANBOYS

- **f**or

- **a**nd

- **n**or

- **b**ut

- **o**r

- **y**et

- **s**o