Twitter Thread by **Dakota Robertson**





17 tweets that'll make you more money than a \$155,088 English degree:

Hook your	reader wit	h these 5 tips:
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- 1. Create curiosity
- 2. Hint at a benefit
- 3. Use simple words
- 4. Use words "you" and "your"
- 5. Keep the opening sentence short

That's why you clicked on this thread;)

Write below a 5th grade level.

Don't say: "Utilize"

Say: "Use"

Don't say: "Affirmative"

Say: "Yes"

Don't say: "Idiosyncratic"

Say: "Distinct"

The smarter you try to sound, the dumber you look.

Abolish your adverbs.

She didn't "Yell loudly."

She "Screamed."

The man wasn't "Really big."

The man was "Gigantic."

The boy didn't "Run quickly ahead."

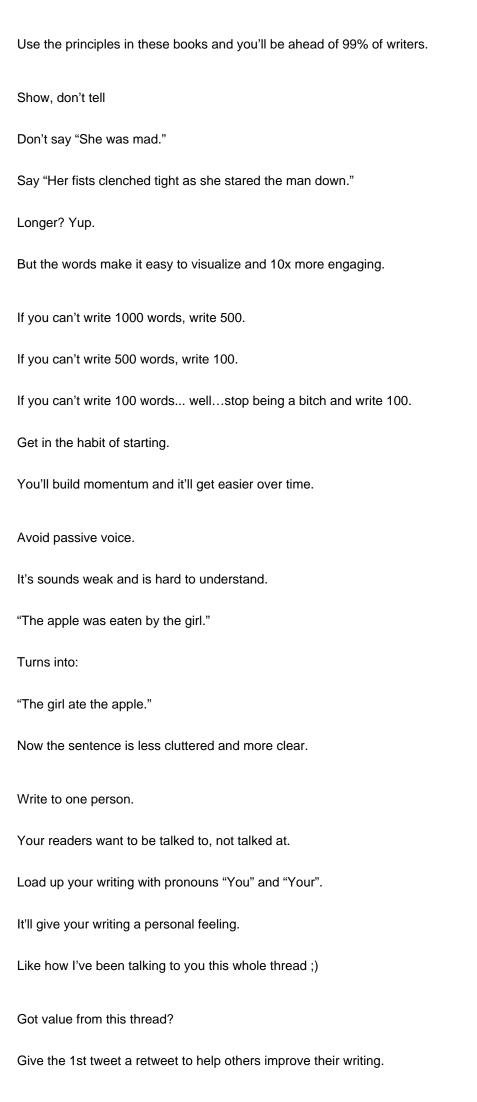
The boy "Raced ahead."

Use the right words and you won't waste them.
Terminate the word "very" from your vocabulary.
Create an avatar of your reader:
• What's their job?
How old are they?
Where do they live?
What are their goals?
What are their hobbies?
Are they a man or woman?
What keeps them up at night?
This will make your writing engaging.
Use short sentences.
Readers can easily follow them.
But don't overdo it.
Notice my writing sounding robotic?
Majority of sentences should be short, but get comfortable using longer sentences to make your writing flow.
Quantify your timeframes.
Don't say "Fast."
Say "In less than 24 hours."
Don't say "Quickly."
Say "In 30 minutes or less."
Specificity sells.
Use contractions.
"Proper" writing is stiff.
Contractions give your writing a personal feel.
It is \rightarrow It's
$Do\;not\toDon't$
You are → You're

Read your writing out loud and replace clunky-sounding words.
Create a folder on your computer.
Every time:
An email makes you buy A headline makes you read A tweet makes you retweet
Place it in the folder.
Γhis will give you killer material to emulate in your writing.
Use the website, PowerThesaurus. com, to find powerful replacements for boring words.
You destroy your flow when you edit while you write.
When you write, you engage the creative part of your brain.
When you edit, you engage the analytical part of your brain.
Doing both is like stepping on the gas and hitting reverse.
Write first, edit after.
Avoid empty words like "Really."
Don't say: "Really hot." Say: "Scorching."
Don't say: "Really mad." Say: "Furious."
Don't say: "Really good." Say: "Fantastic."
You'll say more with less words.
Read to get improve your writing.
3 of the best books I've read on writing:
1. Writing Tools - Roy Peter Clark

2. On Writing Well - William Zinsser

3. 100 Ways to Improve Your Writing - Gary Provost



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https://t.co/aW9QR0Ulxo

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— Dakota Robertson (@WrongsToWrite) May 4, 2022

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