

# Write it **Righter**



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**2013**

## 1. Use **SHORT** words over long

- Rain **NOT** precipitation
- Lives **NOT** resides
- Fight **NOT** altercation

## 2. Use **FAMILIAR** words over fancy

- Green **NOT** Chartreuse
- Sunny **NOT** resplendent
- Happy **NOT** exultant

### 3. Get to the POINT

- Use only the words essential to make your meaning clear



## 4. Keep it simple, stupid

“Participation by the men in control of the industry is non-existent”

OR

“The men have no part in the control of the industry.”

# What's important?

**“There was 1-1/2 lengths to third favourite Bart, fourth, while the favourite Dancing Prince, who had been one of the leading five on the home turn, fell at the last fence.**

**Dancing Prince shied from Primo Canera who ran out at the last fence and Dancing Prince all but went over the wing of the fence before taking his tumble.**

**The news only got worse for Dancing Prince. He collapsed and died in the hosing down area.”**

## Commas are crucial

**“It’s hard to be honest,” the  
prime minister said.**

**“It’s hard, to be honest,” the  
prime minister said.**

## More comma catastrophes

**“Let’s eat, Grandma!”**

**“Let’s eat Grandma!”**



## **Don't exaggerate for effect**

**“The country’s economic woes would come to an end next month as students will put their minds towards finding an economic solution.”**

## Beware of words with two meanings

**“The spokesperson for Housing New Zealand said while they **appreciated** that their mother had died, they could not inherit the tenancy from their mother.”**

## So ... some tricks

- The cat sat on the mat.  
(i.e. Keep it simple)



## To stir the blood of a nation ...

“We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender.”

Winston Churchill

# Or crystallise an issue ...

“Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.”

Abraham Lincoln

# Mix your sentence lengths

Compact is powerful. But short sentences can jar. Particularly if there are a lot of them. Mix it up a bit. Often a longer sentence, one with a sub clause, can come as a welcome relief from a string of short pithy ones.

# Read and revise

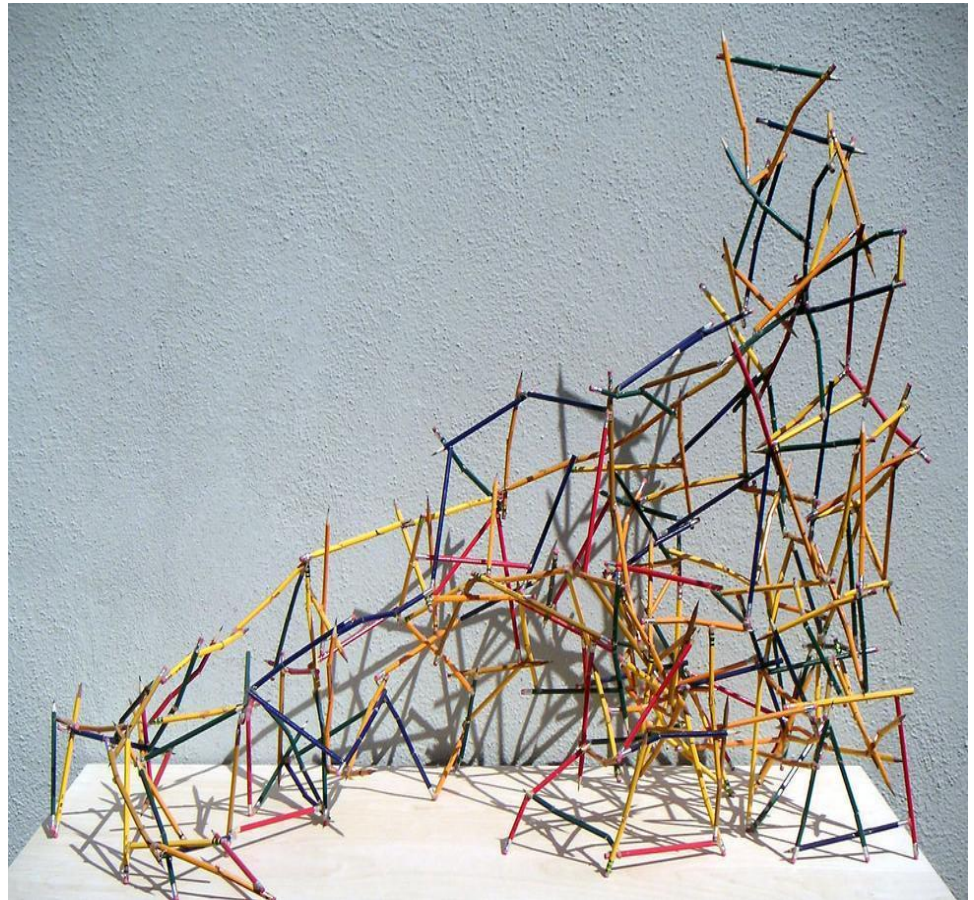
Read over what you've written, to ensure it flows and makes sense.

Check for spelling mistakes, grammatical errors, unnecessary words (just about every ``that'' can go), and confusing sentences.

Crisp and clear is the goal.

# Structuring your work

- \* Be chatty. Write the way you would tell someone what happened, if you were talking





# Who's reading?

- Write for your audience, not for yourself



# Get it done

- Get into the habit of writing
- have a routine
- give yourself deadlines
- press on

## Leave the reader wanting more

- Put a sting in the tail, make the last sentence zing