



THE BIG BOOK OF IDEAS *for* WRITING MECHANICS

*101 Tips, Rules, Guidelines, Insights, Ideas,
Suggestions, Examples and Lists*



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Introduction

Your Go-To Guidebook For Writing Mechanics Mechanics

You probably have some great ideas you'd like to share in print with your audience.

However, if you're not able to present these ideas in a readable way, your readers will **completely miss your message**.

Worse yet, many of them will actually **click away** if they find the content difficult to read or if your content includes too many errors.

That's where this guide comes in. Over the coming pages, you'll discover 101 writing rules you need to know, along with a host of tips, ideas and examples to help **turn you into a better writer**.

Here's what we'll cover:

- Following The Rules Of Writing
- Choosing The Right Words
- Using Correct Syntax And Punctuation
- Building Your Content
- Avoiding Common Mistakes
- Polishing Until Your Material Shines

Are you ready to become a better writer? Then let's jump in...

Part One

Following The Rules Of Writing

Let's start with the basics. Here are 15 writing guidelines you can follow to improve your writing...

1. Start With An End In Mind

Before you craft even a single word of content, start by determining your end goal. What do you want readers to **feel, know or do** (or all three) by the time they come to the end of your content? Starting with this thesis in mind helps you organize and structure your content in a logical way, with each sentence and paragraph supporting your end goal.

2. Choose The Active Voice

Readers will find your content much easier to consume if you use the active voice versus the passive voice.

Passive voice: *The bones were found by the dog.*

This is passive because the noun (dog) doesn't directly perform the action of finding the bones.

Active Voice: *The dog found the bones.*

Ahh, there we go – now the noun (dog) is clearly performing the action.

One more example...

Passive: *The door was opened.*

Active: *I opened the door.*

3. Be Succinct

Less is more when it comes to good writing, which is why you need to be succinct. Review each sentence and each paragraph you've created and cut out anything that's not necessary.

Many people will tell you to write the way you talk. However, **this isn't good advice for everyone** since some people tend to digress and provide unnecessary details. 😊

If you write with a lot of this same type of fluff and filler, your readers are going to find your writing tedious – and they may start skimming your content rather than reading it in-depth (if they read it at all).

4. Utilize Everyday Words

Here's the guideline...

Readers shouldn't need a dictionary in order to understand your content.

This is why you'll want to utilize everyday words rather than your favorite "\$100 words." Note that you're not writing to impress readers with your big vocabulary and also note that readers are likely to be annoyed rather than impressed. Instead, focus on creating content that engages, informs and entertains.

Easy to understand content is easy to use content.

On a related note...

5. Use Simple Sentences And Paragraphs

This is another tip that's designed to make it easy for your readers to absorb your content. The idea is to keep both your sentences and your paragraphs short and simple which makes them easier to read.

Take note that just because a sentence is grammatically correct doesn't mean you should use it. If you have a sentence that goes on for a couple of

lines, look for ways to turn that long sentence into a couple of shorter sentences.

6. Avoid Jargon

The key to this rule is to know your audience. Specifically, will every single person who reads your content be familiar with the jargon you're using? In the vast majority of cases, the answer is "no," which is why you should avoid using jargon.

If you absolutely need to use jargon in your writing – such as when you're teaching something new -- then be sure to **teach the readers what it means the first time you use the jargon.**

For example at ContentCreationU.com, I talk about using "PLR content" – but I also let readers know what the acronym means (private label rights) and explain what that is and how it's beneficial to readers.

7. Build A Greased Slide

Think of your content as a greased slide.

- Every word should push readers eagerly to the next word.
- Each sentence should encourage readers to consume the next sentence.
- Each paragraph should compel readers to jump into the next paragraph.

The idea is to make your content as engaging and easy-to-read as possible so that readers can "slide" effortlessly from the beginning of your content to the end.

8. Choose Concrete Nouns

There are two kinds of nouns: concrete nouns and abstract nouns.

Concrete nouns are one that you can experience through your five senses, whereas you cannot touch, taste, see, feel or hear an abstract noun.

For example, I can see a dog, I can smell its fur, and I can hear its deep bark. As such, the words "dog," "fur" and "bark" are all concrete nouns.

On the flip side, if I tell you that the dog has a lot of courage, that's an abstract noun. You can't experience "courage" with your five senses.

Why focus on concrete nouns? Because they help engage your readers and keep them reading your content.

9. Select The Right Action Verbs

An action verb shows readers what a noun is DOING, rather than simply describing a state of being.

Examples of action verbs:

- Jump
- Bark
- Run
- Kick
- Cry
- Laugh
- Punch
- Sniff

For example: *"The dog BARKS at the man."*

Choose the word that carries the connotation that **best fits the scenario**.

For example, we can say "The car bumped into the wall," or we can say, "The car crashed into the wall." Whether you choose "bumped" or

"crashed" depends on what actually happened OR how you want to influence the reader.

For example, a 16-year-old describing a driving mistake to his parents may try to soften the account by saying the car "bumped" into the wall, while a bystander who saw the accident may tell police the car "crashed" into the wall.

10. Remember The Five W's

As you're constructing your content, keep the Five W's in mind and seek to answer these questions for the reader:

- Who?
- What?
- Where?
- When?
- Why?

You can also include content that answers the question of "how?" This is particularly important in journalism-style writing or any writing where you're trying to **explain something** to the reader.

11. Utilize A Conversational Tone

Think of the stereotypical "textbook-style" writing versus a friendly, conversational tone. Which one do you find easier to read?

That's right, content that utilizes a conversational tone is easier and more enjoyable to read. To that end, imagine that you're crafting your content for a good friend and use the same friendly tone.

12. Avoid Clichés If Possible

Some writers like clichés because they make it easy to convey a piece of information.

For example, if I want to say that something is fast, I may say it's traveling "at the speed of light."

The problem with clichés is that most of them are overused. Readers may ignore them. They may find your writing tiresome if it includes (too many) clichés. If possible, avoid them and find better and more creative ways to express what you're trying to convey.

END OF EXCERPT

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