



## The Nine Elements of Clear and Concise Writing

*John Brecher*

- 1) It's never about the writing. It's about the idea.
- 2) Clear and concise is not about the length.
- 3) You must do the reporting.
- 4) Digest everything. Own it.
- 5) When you do start to write, think topic sentences.
- 6) Never use a transition sentence – this is not a writing trick.
- 7) Don't use quotes to impart information.
- 8) Don't ever lose your own voice.
- 9) Most important: What do you want to say?

Sample Quote:

*"The pizza was great. The Chateau Latour was good, not great. But it got better toward the end of our meal, and much better as we entered the Jacuzzi with Mr. Barry White in the background."*