

THE GUIDE TO GREAT WRITING FOR THE INTERNET



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KNAPCREATIVE.CA

Let's go over the rules.

1

DON'T MAKE IT FANCY.

2

KEEP IT BRIEF.

3

WRITE LIKE YOU TALK.

4

MAKE IT SPICY.

5

GET RIDICULOUSLY SPECIFIC.

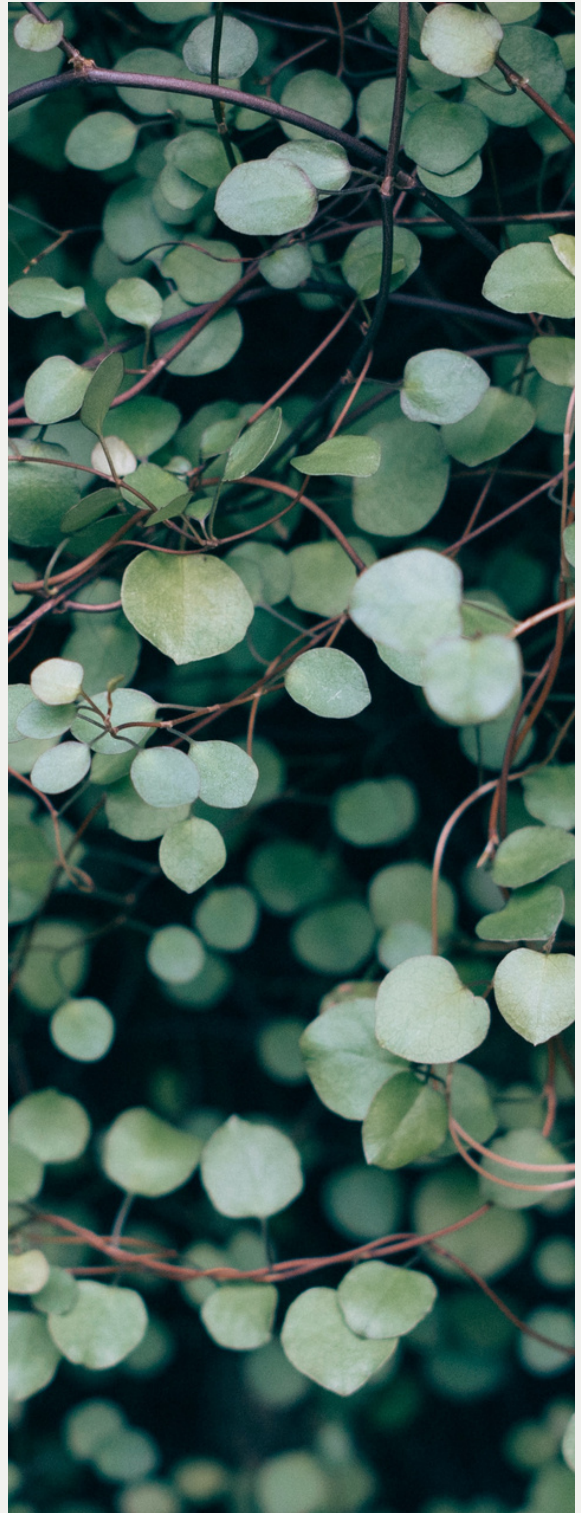
Rule number one: don't make it fancy.

Using big words doesn't make you sound smarter or more professional. It makes you sound like you have a stick up your butt.

If I have to bust out my thesaurus to make sense of what you're saying, you've lost me.

I could've called this rule "Don't be pretentious" but that sounds pretty dang hoity toity compared to "don't make it fancy." Right?

Dumb it down... no matter how smart your reader is.





Rule number two: keep it brief like undies.

You can say "so" and "really" and get your word count wayyyy up — but what's the opposite of a goal? That's what that is.

Cut out ALL the fluff. Don't use a paragraph to explain when a sentence will do. Use bullets when you can.

Notice how much less oomph the last couple of sentences would've had if I had said: "Don't use a really long paragraph to explain yourself when actually, a sentence or two will do the job."

Watch out for these words!

- a little
- really
- so / very
- kind of
- actually
- though

Oooh, look at that... I made a bulleted list, and you read it. Who would've guessed?



Rule number three: write like you talk.

Sprinkle your copy with words like "nitty gritty" or "dang" or whatever it is that you say in real life.

I know, I know, there's a BIG FAT DELAY between your brain and the page.

Challenge yourself to create rough drafts as quickly as possible. (They're called rough for a reason. Spit it out, my friend.)

If it's easier, start writing with voice memos.

Then, read your copy out loud to edit. Adjust punctuation and vary your sentence length to make it sound more conversational. And quit overthinking this one!



Rule number four: make it spicy.

Collect words and phrases like that one friend of yours collects funky coffee mugs.

Write them down.

Roll them around in your mouth.

Adapt them to your context.

What do you talk about all the time? It's worth stewing on a more creative way to say it.

We could talk about making money. And we do! But we want you to really hear us... so we've gathered phrases like "dollars in your jeans" and "make your piggy bank happy."

They're fun to say, and fun to hear — which means people pick it up on the other side AND remember you for it!



Rule number five: Get specific. Like, ridiculously specific.

You need people to FEEL what you are saying, so quit being bland. Get specific. Draw us in with tiny details. Set the scene, and your words will come alive.

Examples say it best:

You COULD say "step into your power!" but... meh. What does that even mean? We're scrolling past.

Instead, try something like, "You were made for more than wiping snotty noses. Raise some hell with your wicked meal planning kits."

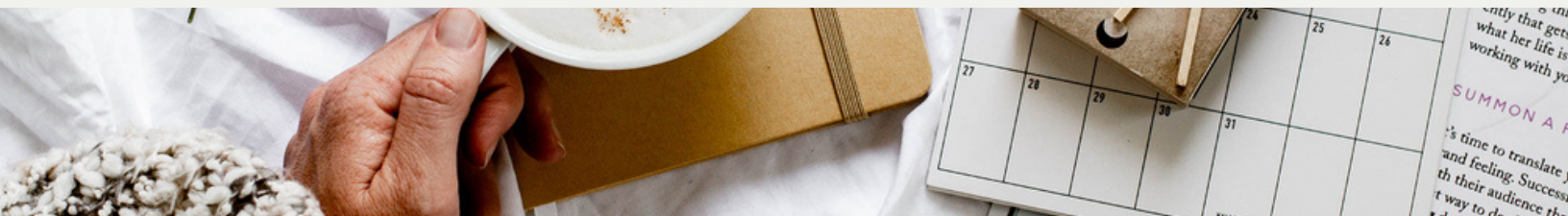
Okay. Now we're talking! Here's another example:

"I felt like an imposter." Yeah, we've heard that eleven million times. Nobody cares.

Get specific. "As soon as I sat down at my desk I panicked — how would I respond to a pricing inquiry? Worse, what if nobody messaged me at all?"

THERE WE ARE.

Details. Feelings. They're important. Got it? Good.





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YEAH, I COULD USE MORE