

Fix This Writing!

Tips



Engage the audience of your blog posts with a better lead.

Tip
01

Start in the Middle of the Action

"The customer had been on hold for twelve minutes ... She knew the answer to the billing discrepancy was buried somewhere in the legacy SharePoint folder, but ..."

Tip
02

Lead with a Data Point

"51% of customers will switch brands after just one poor experience with a human customer service rep. But 72% of customers switch brands after ..."

Tip
03

Ask a Provocative Question

"How many of your leadership team's weekly hours are spent solving real business problems—and how many are spent managing the anxiety of the people above them?"

Tip
04

Contrast using "In reality, that means..."

"We often talk about 'synergistic digital transformation.' In reality, that usually just means making sure your software actually talks to your spreadsheets."

Tip
05

Empathize with a Pain Point

"You're exhausted. Your knowledge base has 23 bazillion articles in it, and at least 4 bazillion of them are hard to read, outdated, or useless. You can't imagine you'll ever ..."

Tip
06

Lead with a "Wrong" Statement

"The fastest way to fail your annual capital campaign is to reach your fundraising goal three months early."

Tip
07

Start with Your End

Delete your 1st paragraph and replace with your last one.



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