



Writing hacks

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Tip #1: Read your work out loud

- **Rhythm** . Listen to how the language flows (or doesn't flow).
- **Wordiness** . Do you have to pause for a breath or two because the sentence is too long?
- **Awkwardness** . Is there a word that makes you stumble? If something is difficult to pronounce, find a plain language alternative.

Tip #2: Save the good (and bad)

- **Likes** . Make note of content that you like. See an interesting briefing, email or report? Start a folder and save it for reference.
- **Dislikes** . If you lose your spot when reading or are left with more questions than answers, stop and ask why. And save it to the folder.
- **Reference** . Go back to the folder regularly. Read through your saved examples. Delete the ones that aren't relevant anymore.

Tip #3: Remember the reader

- **Who**. Try to identify your target audience. Jot down a few key words or phrases to describe them.
- **What**. Identify the action you want them to take next, whether it's to register or learn.
- **Why**. If you want them to listen to you, make it worth their while. If they're not learning, you're not doing your job.



Thank you
