

When you're revising, don't forget to cut out all unnecessary words.

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Writing concisely is very important in copywriting. People have limited time and energy, so make your points quickly.

In B2B marketing materials, you'd think your readers want a plethora of information. But these decision-makers have a lot of materials to read, so they often skim!

There are multiple ways to accommodate skimmers and readers.

- Take advantage of bullet points and numbered lists
- Use headers to make your point
- Use sub-headers to expand your points.
- Use callouts to highlight important information.

More information is great, but organizing it with headers and sub-headers helps with the overall flow.

If something is very important to your reader, the headers can draw them in.

What about long documents like proposals, white papers, and government contracts?

We want to be thorough with complex topics, but that does not excuse sloppy writing. We can be concise with short paragraphs and sentences. People read in sips, not gulps.

With the examples above, use active voice. Passive voice **has been** read. But we write in active voice.

My drafts are often longer than my final revisions.

It's better to have too much information than too little. Cutting down helps me organize information in a "relevance" hierarchy.

Marketing Misadventures

In the spirit of conciseness, let's focus on a common ploy.

"9 out of 10 dentists recommend our brand." This phrase is ubiquitous in toothpaste commercials. As my former math teacher used to say, "Statistics is math that lies."

In these surveys, companies ask a small, statistically insignificant sample of dentists to recommend several brands. But they leave out the other brands. So we think 9 out of 10 dentists recommend this brand over others.

For most dentists, the brand doesn't matter. What matters is if the active ingredient is fluoride. Fluoride is key to repairing teeth and preventing tooth decay. Most toothpaste formulas are just fluoride (usually within a gel medium) with a bunch of nonessential ingredients.

"If all dentists like fluoride, why don't they say 10 out of 10 dentists?" An absolute claim like that would ignite our BS radars. 9 out of 10 seems more realistic. There is probably— at most— 10% of dentists who don't recommend the brand but still recommend fluoride.

Useless information

Speaking of dentists... According to a [study from the National Library of Medicine](#), an estimated 36% of Americans fear the dentist.

Compare that to ghosts. According to a [survey of Americans' fears from Chapman University](#), only 9% of the 1,000 polled feared ghosts.

Sincerely,
Austin

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