

Easy Writing Formula

By Richard Dennis

Everybody is busy. We're bombarded with crap (hype) all day long. When you write, respect me. Ditch the crap. Start with impact. Give value immediately. You'll get the attention of your true prospects, and they'll stick around.

When you immediately state the who, what, where, why, when & how of your story, you give value to your reader.

Most written pieces sink or swim with their headline & first sentence or two. This formula is for your first sentence. It's a list of power verbs. Choose one of them for your 1st sentence. A good, powerful 1st sentence will often write the rest of your article for you. That sentence sets the stage for the rest of your article.

Keep this list of **Power Verbs** handy when you write.

- Admits
- Analyzes
- Announces
- Argues
- Asks
- Believes
- Calls
- Calls Out
- Categorizes
- Compares
- Concludes
- Contemplates
- Covers
- Declares
- Defines
- Describes
- Describes in detail
- Details
- Discovers
- Discusses
- Dissects
- Educates
- Encourages
- Evaluates
- Expands
- Explains
- Explores
- Features
- Finds out/that/it
- Focuses
- Gives
- Gives You
- Guides
- Highlights
- Lays Out
- Looks to
- Mentions
- Notes
- Notes That
- Opens Up
- Outlines
- Praises
- Proposes
- Provides
- Recaps
- Recommends
- Reflects
- Reveals
- Reviews
- Says
- Shares
- Sheds Light
- Showcases
- Summarizes
- Talks or Talks about
- Tells
- Thinks
- Uses
- Visualizes
- Warns
- Who Shares

So your 1st sentence formula becomes:

Subject + Power Verb + explanation

Examples:

- My company believes ...
- My company lays out ...
- My company focuses ...