

Like bonsai, true simplicity preserves the essence

The Power of Ruthless “Word-Dieting”

My 3 Rules to Cut Your Way to Brevity and Clarity, Every Time.

1

Reduce redundancies

2

Clarity over complexity

3

Use data that matters



1. Reduce redundancies

Remove the words that mean the same thing and you'll get to your point faster.

Example:

- **Before:** Next quarter results for Q2 are available online.
- **After:** Q2 results are online.



3. Use data that matters

Don't bore your audience with information they don't need. Grab their attention with numbers and the fewest words, speak to the rest.

Example: 2/3 of college students change their major at least once -> **66% change majors**



2. Clarity over complexity

Create key words to highlight the message. The rest can be in speaker notes.

Example:

Critical Repair Parts & Products
Where and When You Need Them
→ **Repairs**

Need help cutting back?
Let's talk before your
next presentation.



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