

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.

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**

3. Use data that matters

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

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

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



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