

# The Power of Ruthless “Word-Dieting”

This isn't about writing less; it's about delivering more value with fewer words.



## 1. Reduce Redundancies

**Before:** We need to collaborate together as a team to work jointly on this important project.

**After: We should collaborate on this project.**

### Why is it better?

By eliminating redundant phrases like "together as a team" and "work jointly", you create a clean, direct statement that delivers the message without unnecessary padding.

## 2. Clarity Over Complexity

**Before:** Our comprehensive financial management solutions provide integrated portfolio performance tracking and real-time monitoring capabilities for optimized investment decisions.

**After: Money Management**

### Why is it better?

By reducing an overwrought description to just two words, you create a memorable focal point that captures the core message.

## 3. No Math Required

**Before:** According to recent studies, approximately \$11,400 is spent annually by the average American household on food and beverage purchases, with roughly 43% of this amount allocated to dining outside the home.

**After: \$4,900 on restaurants**

### Why is it better?

Rather than overwhelming readers with multiple statistics and qualifiers, the stripped-down version highlights the single most striking number.