

Write more clearly, and the sales will rise on their own.

Outstanding writing grabs attention. It's your best friend and employee. Together, you'll show people that you're unmatched.

It's not bordering on a miracle. But there's one catch...

Most writers are terrible. As boring as watching paint dry. Sleep-inducing.

This applies to every corner of the world. The same rule, regardless of language.

There are many reasons for this. The teacher has failed. Writing is not the same as speaking. Definitely not casual conversation.

And most people don't know how to bring life to their sentences. Or have conversations.

So why not give it a try? But how?

How to write words that sales?

Follow three important steps.

Unlike the first steps we take as children, these we must remember.

First: Don't write like a chicken scratching.

That means not throwing out random sentences that come to mind.

Nonsense, gibberish, and spelling errors should be left behind in kindergarten.

What matters are full, correct sentences with proper grammar and punctuation.

Second: Let's not write like soulless androids. Because every sentence they produce reads like an instruction manual on steroids.

Let's remember that on the other side, there's a real person who feels.

And third: the most important thing...

Seduce and ignite the desire to keep reading.

What do you feel when you read a newspaper? Nothing extraordinary.

What do you see when you look at the text? Condensation?

Everything blurs together. No fun at all.

The reader must feel emotions.

Make them shiver when you write about winter.

Let them smell the aroma when you mention coffee.

And make them reach for their wallet when you talk about sales.

And all of this in a way that's easy on the eyes and concise.

No sentences as long as a centipede. No one likes a wall of text.

Furthermore, don't use words that belong in a forgotten dictionary.

Follow these steps in your writing, and you'll achieve success.