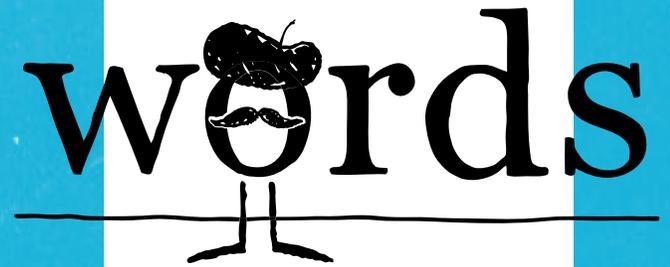


TheWriter™

Hello,
let's get *started*

words

A stylized character with a mustache and a top hat, standing on a horizontal line. The character is positioned between the 'o' and 'r' of the word 'words'.

**On the next page
we'll show you
some words...**

Here they are

Natural frequency

Freedom lover

Principal goal

Cheese plant

Fluffy rug

Pink sock

Here they are

Natural frequency

Freedom lover

Principal goal

Cheese plant

Fluffy rug

Pink sock

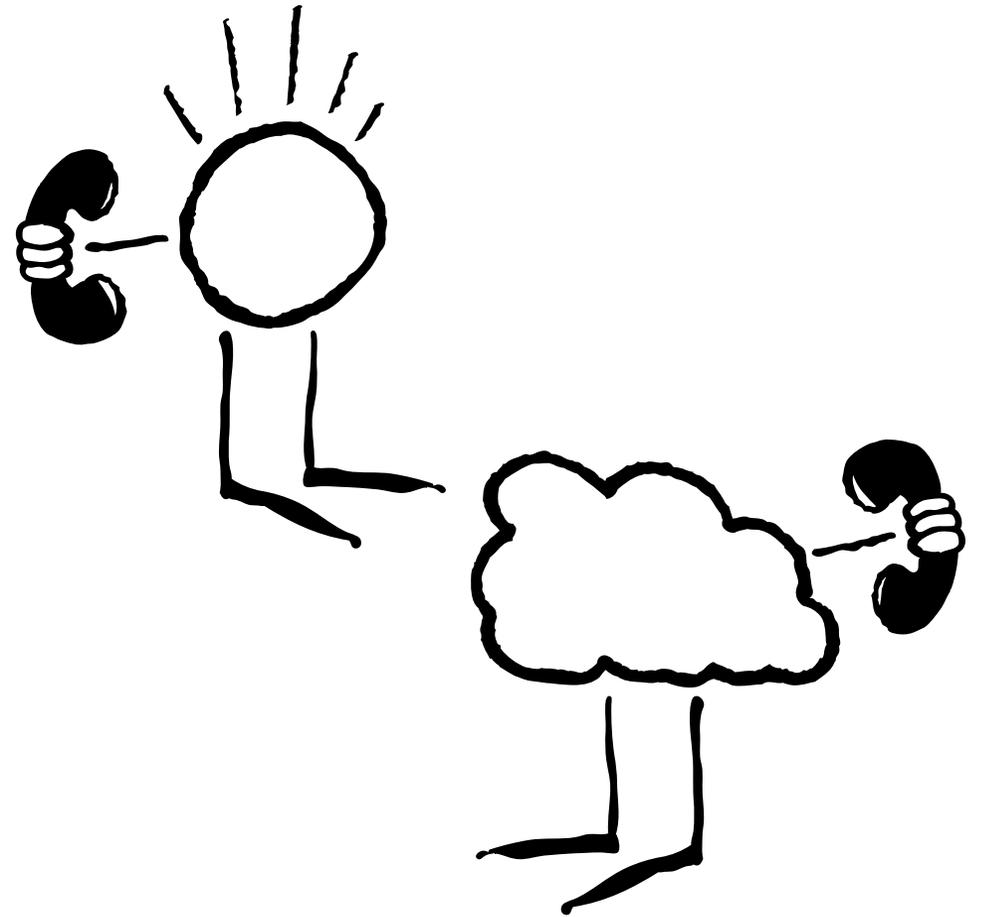
More on those in a moment

Tone of voice. Brand stories. Mission statements. Names. Thought leadership. Training. Content strategy. Customer letters. Editorial calendars.

Here are some of the things we do. Punchy narratives. Case studies. Messaging. Websites. Strap lines. Forms. Biographies. Social media campaigns. Tweets. Packaging. Reports. Technical writing. Job ads. Video scripts. Storytelling. Whitepapers. Ts&Cs. Concept writing. Transcreation. Apps. Elevator pitches. Brochures. Executive speeches. Emails. Positioning. **We can help with all that.**

**But let's not get
side tracked.**

**We're here
to talk about
words.**



Can you remember *the words*
we showed you earlier?

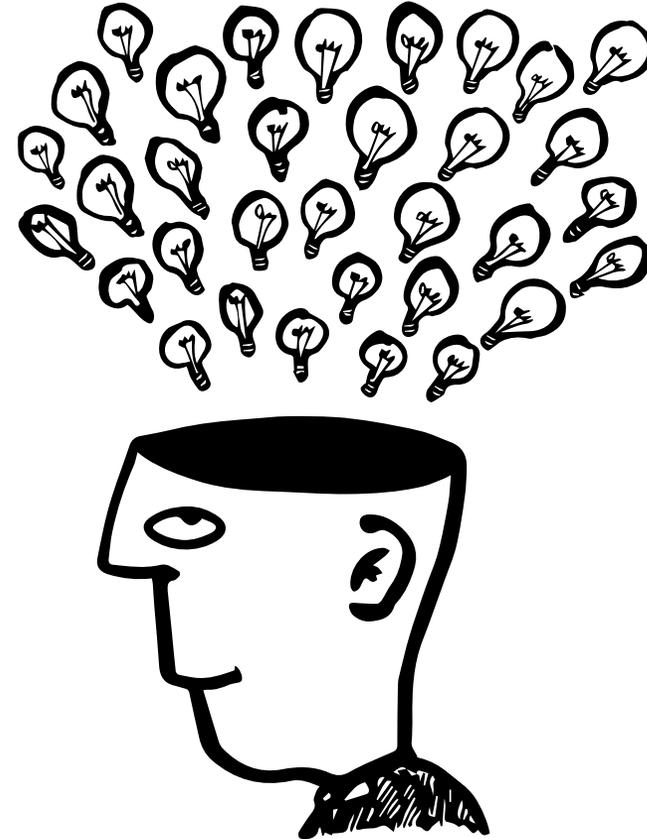
**Chances are - you can only
remember these ones...**

Cheese plant

Fluffy rug

Pink sock

Weird.



Why's that?

So glad you asked

- It's much easier for us to remember concrete nouns than abstract ones, largely because we can visualise them.
- In fact, we're twice as likely to remember concrete, visual language than abstract language.
- It's the same with numbers. Numbers on their own feel abstract.

So, here's a free tip

- When you come to write about data, opt for concrete words, it'll make it easier for your readers to understand. And they're more likely to remember what you've written.

Want more writing tips and tricks?

Talk to us:

holly.maclean@thewriter.com

sally.fernandes@thewriter.com

TheWriter™

Thanks.

Find us

TheWriter.com

Tweet us

[@TheWriter](https://twitter.com/TheWriter)

Call us

UK: +44 (0)20 7940 7540

US: +1 646 568 3181

Email us

hello@thewriter.com