



Content – Article/Newsletter Writing

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Writing articles often means creating online newsletters. Writing articles also means writing with the hope of being retweeted. So your story must offer excellent content told with an interesting, novel twist with clarity and simplicity.

Writing articles both technical and non-technical must be clear and concise. Too many adjectives and adverbs and extra words weaken a sentence. “I merely want to tell you that I am fundamentally tired.” How about, “I’m tired.” Yeah? Also, limit weaker verbs like “make,” “do,” “can,” and “is.” The simpler, the better. Less insignificant writing, less clutter assures reader buy-in.

Today, readers have short attention spans. The old newspaper adage still holds: “Put the important information above the fold.” Whether in the declining print market or online, tell your most important information early in the article.

Every article calls for a different style headline. A membership drive often gives way to the simple and straight-forward “Join now, 50% off.” Creative writers of course love writing articles with the challenge of clever headlines.

Today, most articles on the web are viewed on mobile devices. Scanning is even faster so a writer must use fewer words and less filler. Viewers have no patience.