



## Watered Down Verbs

Do you find yourself diluting your verbs to make a point? Have we all lost the ability to be clear and direct in our writing?

Let me give you an example. Would you prefer this sentence? *We now have the need to make a recommendation to our management to purchase the new office furniture.* Or would the following sentence be more appealing? *We need to recommend that management buy the new office furniture.*

Let's try another example. Compare these two sentences.

*He was responsible for collecting all the information for the quarterly report.*

*He collected all the quarterly report information.*

Can you see how using verbs in their basic form is more clear and direct?

Straightforward, direct language is far more effective than "smart-sounding" language. Clear writing will lead the reader forward almost unconsciously. Take your reader where you want them to go. Try not to make them go backwards to understand your intent.

Here are a few more common examples of diluted verbs and their stronger form:

|                         |          |
|-------------------------|----------|
| make a decision         | decide   |
| reach a conclusion      | conclude |
| perform a study         | study    |
| give assistance         | assist   |
| enter into a discussion | discuss  |
| do an inspection        | inspect  |

Readers today are too busy to decode our writing. Make sure to state your purpose in a clear and concise manner. Don't be afraid to tell the reader exactly what you want them to do--buy, try, own, give, take, and experience!

You may be unlikely to reach a conclusion in most contexts where multi-syllabic words, complex syntax, and multiple clauses lend themselves to making a decision regarding unconscious and effortless reading on the part of your customers.

See what I mean!

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