

This sentence has five words. Here are five more words.
Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes, when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important

So write with a combination of short, medium and long sentences. Create sound that pleases the reader's ear. Don't just write words. Write music.

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How to sound smart in your TEDx talk van Will Stephen.



Wat neem je mee? Maak je eigen checklist met *things to do* op vlak van delivery.
