

How to Create a Dynamic Voice With Ultra-Short Sentences

You know what makes a voice monotone, don't you?

When each sentence has a similar number of words, you're slowly lulling your readers to sleep.

To keep your readers spellbound, you need to wake them up with a more dynamic rhythm. You need to interrupt long, flowy sentences with ultra-short or broken sentences.

Short sentences draw attention to your words.

Too many short sentences are tiring for your reader, so be careful how you use them:

- Use short sentences only to stress certain points and add extra emotion to your writing— examples 1 & 2 show you how a few short sentences make a difference in your voice.

You learn most from these examples when you read them aloud. When you hear them, you notice the change in rhythm.

- Use one-word paragraphs to create a pause and extra white space. This makes your reader feel he's gliding effortlessly through your text. At the beginning of a post a one-word sentence can also create curiosity.

Example 1A: loooooong sentences

Blogging gurus tell you to build your authority.

But authority reminds me of dusty professors and boring text books.

By stressing how much you know, you make readers feel like amateurs.

Instead, put a virtual arm around your reader's shoulder and reassure him with simple phrases like, "We've all been there," or, "It happens to the best of us," because doing so stops him from feeling silly.

Example 1B: including short staccato sentences

Blogging gurus tell you to build your authority.

But authority reminds me of dusty professors and boring text books. Devoid of personality. And utterly unsexy.

By stressing how much you know, you make readers feel like amateurs. You put yourself on a pedestal. You're showing off.

Instead, put a virtual arm around your reader's shoulder. Reassure him with simple phrases like, "We've all been there," or, "It happens to the best of us," because doing so stops him from feeling silly.

From: <http://boostblogtraffic.com/seductive-writing-tips/>

Notes:

1. By adding two extra sentences *Devoid of personality* and *And utterly unsexy*, I stress how boring text books are.
2. By adding two extra sentences in the second paragraph *You put yourself on a pedestal* and *You're showing off* I stress how bad you make yourself look.

Be careful. You don't want to add extra sentences all the time. That becomes monotonous again.

Example 2A: loooooong sentences

Where are your red roses, your chocolates, or your bottle of Rioja Reserva?

Readers like to know you care about them, and there's no better way to show you care than by bringing a gift with no strings attached.

When did you last give away a free cheat sheet or ebook that's seriously useful to your readers without an opt-in?

Example 2B: including short staccato sentences

Where are your red roses? Your chocolates? Or your bottle of Rioja Reserva?

Readers like to know you care about them, and there's no better way to show you care than by bringing a gift. With no strings attached.

When did you last give away a free cheat sheet or ebook that's seriously useful to your readers? Without an opt-in?

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Note: Cutting the first question into three separate questions adds an element of fun. It makes the text sound more like everyday language. By making "with no strings attached" and "without an opt-in" separate sentences, you draw extra attention to these points.

Example 3: a one-word sentence

Snore.

Eh? What was that you were saying? Of course you don't ramble on like that boring old history teacher in high school.

From: <http://www.copyblogger.com/boring-writing/>

Example 4: a one-word question

The web feels like a giant echo chamber. Everything has been said, right?

It may feel impossible to create original content, but you can certainly do it. You can stop regurgitating the same information; and create unique content.

How?

Create your own mix of sources. Don't steal all your ideas from one or two bloggers. Steal from sources inside and outside your niche. Steal from writers, philosophers, scientists, musicians, and everyone else who inspires you.

From: <http://www.copyblogger.com/online-writer-authorrack/>

Example 5: a one-word sentence and a one-word question

sigh

Have you noticed how many websites state that their customer service is excellent?

Do you believe them?

Or do you assume their service is average at best?

Well?

Let's be honest.

From: <http://www.enchantingmarketing.com/details-marketing-copy/>