

## Module 3

# Get rid of a corporate voice

*Write engaging and dynamic sentences*



How can  
you keep  
your reader  
**spellbound** ?





**34 words!!!**

A corporate tone of voice is difficult to read, boring for your readers, and ~~is generally~~ recognized by the frequent use of complicated words, the appearance of ~~particularly~~ long sentences, and the passive voice.

**No "you"**

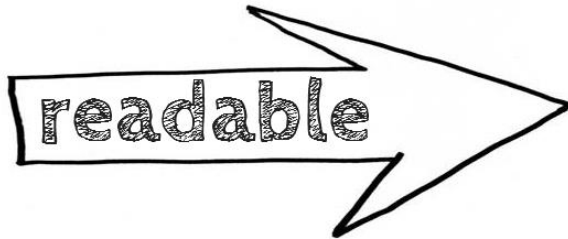
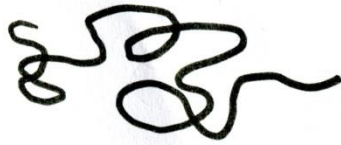


How do you recognize a corporate tone of voice? It's boring as hell. Because it uses long sentences, difficult words, and the passive voice.

**24 words**  
**8 words per sentence**



# 3 Steps from Dull to Dynamic



# This week's assignment

Today:

Check your readability stats and post in forum

Tuesday:

Make your blog post more readable

Wednesday:

Make your post dynamic with ultra-short sentences

Thursday:

Include questions to engage your reader



Are your  
blog posts  
**easy** to read?

# Readability statistics

Counts	
Words	1218
Characters	6009
Paragraphs	59
Sentences	100
Averages	
Sentences per Paragraph	2.0
Words per Sentence	11.7
Characters per Word	4.7
Readability	
Passive Sentences	2%
Flesch Reading Ease	68.8
Flesch-Kincaid Grade Level	6.4

OK

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