

**Brevity And
Clear, Impactful Writing**

**Practice Exercises And
Answer Key**

by

Remy ELT

Lesson 1: Redundancies

Redundancies occur when you say something more than once.

Rewrite these sentences. Eliminate the redundancies.

Example: Could you possibly go up and see Tom about this?

Could you see Tom about this?

1. Can we meet on Saturday during the weekend?

2. I'm asking Yoann to look these over and see if there are any problems with them.

3. If you visit or stop by Samila's office, could you remind her about the ppt?

4. We need to put a warning label on anything that is dangerous or could harm someone.

5. She was working unauthorized overtime, greater than 40 hours per week.

6. I just wanted to call your attention to the fact that we'll be updating all of the servers over the weekend on Saturday. This will have the result that between 1am in the morning and 5am later in the morning there will be a scheduled/planned downtime. The system will be unavailable. We hope this doesn't cause any major inconveniences or problems. Thanks for your understanding!



Lesson 2: Wordy Writing

Eliminate wordy writing by looking for ways to say the same things in simpler ways.

Rewrite the sentences in simpler ways.

Example: If you become aware of any problems, please call us or get in touch with us in some other way.

Please contact us if you learn of any problems.

1. At this point in time, we cannot offer you the position, but please take the initiative to place another application in the fall.

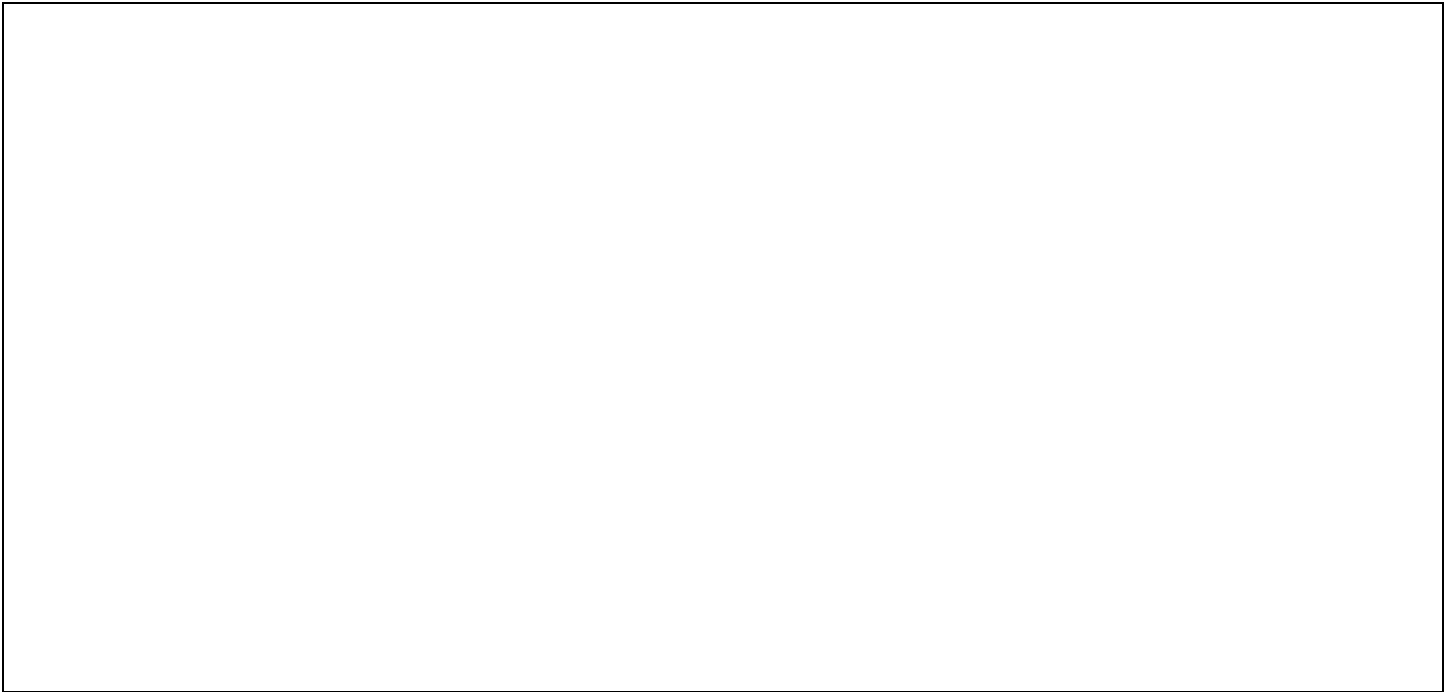
2. It is expected that the CEO will have an impact on profits.

3. There is an imperative for us to become familiar with the habits of those in this changing world.

4. The tablet device was left where we were staying for the night by Michael.

5. We should consider imbibing in cause of celebration.

6. I just wanted to call your attention to the fact that we'll be updating all of the servers on Saturday. This will have the result that between 1:00 A.M. and 5:00 A.M. there will be a scheduled downtime. We hope this doesn't cause any major problems. Thanks for your understanding!



Lesson 3: Empty Phrases

Empty phrases are useless. They add no meaning to your writing.

Rewrite these sentences. Delete the empty phrases.

Example: There is a meeting scheduled on Thursday, so let's talk then.

A meeting is scheduled on Thursday, so let's talk then.

1. I'm just saying that we can't present this in its current form.

2. The fact is Zina isn't here to solve your problems this time.

3. Well, it seems to me, that you just don't care about this company.

4. It is well known that you leave early every Friday afternoon.

5. It is often the case that I get permission to do so.

6. There is a bad storm brewing if you continue down this route.

7. There is nothing I can do.

8. In my opinion, you should just quit.

9. It is not an unjustifiable assumption that we profits would improve if you left.

10. It is worth pointing out that I am your boss!

Lesson 4: Unnecessary Information

Delete unnecessary information. Try not to include irrelevant details or to answer unasked questions. Avoid overexplaining and overapologizing.

Read the email exchange below. Rewrite the emails. Delete unnecessary information.

Subject: Minseon, Site

Jeremy,

Could you ask Stuart to help out with the site while Minseon is on maternity leave? (She's really going to be a great mother, right?) He mentioned he has experience.

Thanks,

Yoonhee.

Minseon, Site

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Thanks,

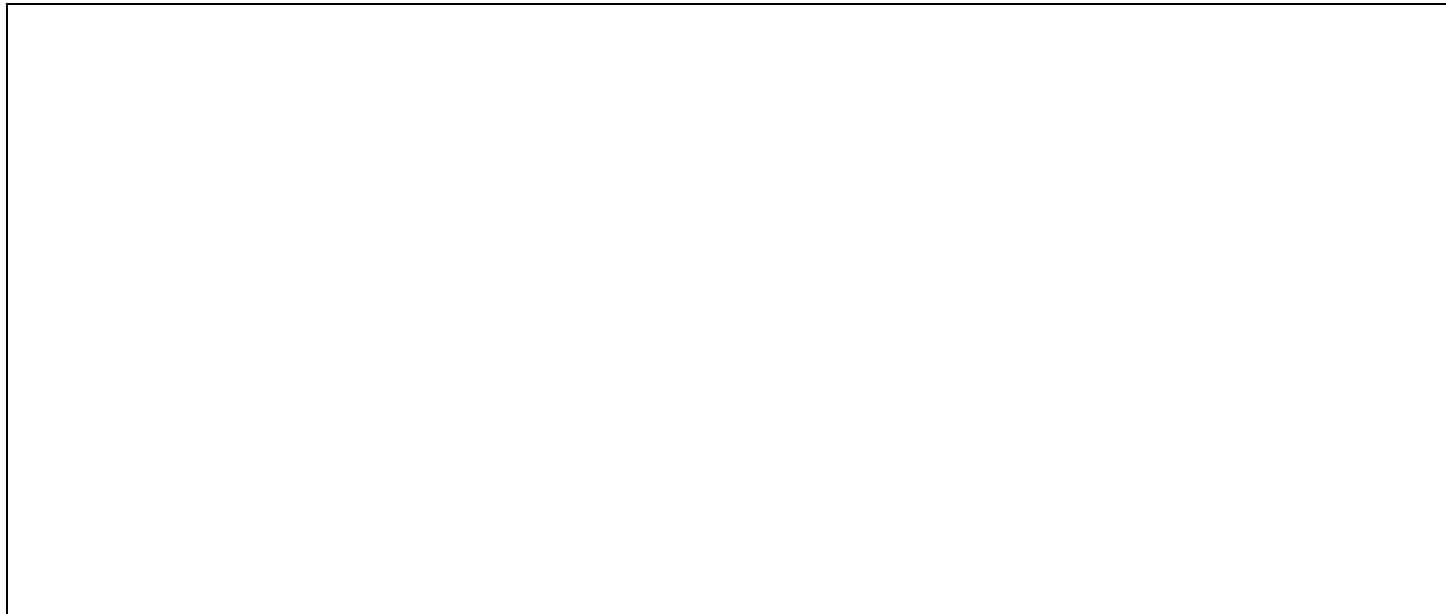
Yoonhee.

Subject: Site Maintenance Help?

Hey Stuart,

I was hoping you could help me with the website that we've had for the past few years. I know it's not in your job description—of course you're a writer—but I think you have some web design experience from your college days, right? How well do you know Wordpress? And what's your workload like these days? Would you have 3-5 hours a week to maintain the site for the next six months or so? I think you'd have to do somethings that are not so technical, but I'm not sure.

Jeremy



Re: Site Maintenance Help?

Hey Jeremy,

Yeah, I have quite a bit of experience and 3-5 hours a week is do-able. I've just moved closer to the office, so even if there's a couple hours I go over, it shouldn't feel different to me 😊 What's the problem?

Stuart



Re: Site Maintenance Help?

No big problem. Just Minseon is going on maternity leave. This will be her third child. Could you schedule a meeting with her to see what needs doing?



Re: Site Maintenance Help?

No problem. Will do. I just need to step out of the office for an hour, but I'll email her when I get back.

Site Maintenance While You're On Leave

Hello Minseon!

So, Jeremy asked me to help out with the site while you're on maternity leave. I have tons of experience, so no worries. Would you be able to meet on Thursday at 10:00 A.M. to show me what I'll need to do? I think that's a good time for you.

Stuart

Re: Site Maintenance While You're On Leave

Stuart,

Oh, that's fantastic! Glad you'll be able to help. 10:00 A.M. will be fine. I'm always here by 8:00 A.M.

Minseon

Lesson 5

Avoid heavy words.

Rewrite the sentences. Revise the heavy words.

Example: Please put this together along the lines of what Leonid did.

Please put this together like what Leonid did.

1. She went for the purpose of coffee.

2. The stock's fall was good from the point of view of the competitors.

3. You can't fire her in the event that she loses one or two clients.

4. We made in the neighborhood of 1000 samples.

5. Furthermore, you lied.

6. You screwed up, nevertheless that doesn't mean I've forgotten your years of loyal service.

7. She was right. Hence, I changed my method.

8. In addition, the photos were beautiful.

9. We need to look at the SEO strategies of people outside our industry. More specifically, did you ever hear of this company called Voxy?

10. I thought Jazmin was fantastic in the interview. Likewise, Lili liked her too.

Sample Answers

Lesson 1

1. Can we meet on Saturday?
2. I'm asking Yoann to see if there are any problems with these.
3. If you stop by Samila's office, could you remind her about the ppt?
4. We need to put a warning label on anything that could harm someone.
5. She was working unauthorized overtime.
6. I just wanted to call your attention to the fact that we'll be updating all of the servers on Saturday. This will have the result that between 1am and 5am there will be a scheduled downtime. We hope this doesn't cause any major problems. Thanks for your understanding!

Lesson 2

1. We cannot offer you the position now, but please apply again in the fall.
2. We expect the CEO to impact profits.
3. We need to learn about new trends.
4. Michael forgot the tablet in the hotel.
5. Let's get a drink to celebrate.
6. Wanted to let everyone know that we'll be updating all of the servers on Saturday. The systems won't work from 1:00-5:00 A.M. We hope this doesn't cause any major problem. Thanks for your understanding!

Lesson 3

1. We can't present this in its current form.
2. Zina isn't here to solve your problems this time.
3. You just don't care about this company.
4. You leave early every Friday afternoon.
5. I often get permission to do so.
6. A bad storm is brewing if you continue down this route.
7. I can't do anything.
8. You should just quit.
9. Profits would improve if you left.
10. I am your boss!

Subject: Site Maintenance Help?

Hey Stuart,

I was hoping you could help me with the website. I know it's not in your job description, but I think you have some web design experience. How well do you know Wordpress? And what's your workload like these days? Would you have 3-5 hours a week to maintain the site for the next six months or so?

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No problem. Will do.

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Stuart

Re: Site Maintenance While You're On Leave

Stuart,

Oh, that's fantastic! Glad you'll be able to help. 10:00 A.M. will be fine.

Minseon

Lesson 5

1. She went for coffee.
2. The stock's fall was good for the competitors.
3. You can't fire her if she loses one or two clients.
4. We made about 1000 samples.
5. Then you lied.
6. You screwed up, but that doesn't mean I've forgotten your years of loyal service.
7. She was right. So, I changed my method.
8. Also, the photos were beautiful.
9. We need to look at the SEO strategies of people outside our industry. For example, did you ever hear of this company called Voxy?
10. I thought Jazmin was fantastic in the interview. And Lili liked her too.