

# Write something that matters

## Writing with impact

When it comes to online communication, writing is perhaps, the single most important skill—text, blogs, chats, news, books, posts, journals, reviews. Writing is everywhere, but not all writing is the same. Excellent writers get acknowledged while lousy writers get ignored. So what does it take to be heard? How does one become exceptional at writing to compete with all the noise? It comes down to one word—Impact. Writing with impact goes beyond the usual inform, persuade, and entertain trope; to engage, empower, and encapsulate the audience. Writer journalist, Tom Geller, of LinkedIn has an entire course devoted to writing with impact where he shows just what it takes to become an exceptional writer. A lot goes into writing with impact, so I have organized the main components into three simple phases: Ready, Set, Go.

The Ready phase can also be called the preparation or preliminary stage. To write with impact, the writer must first know three things: purpose, audience, and subject. First, the writer should know the purpose before they even start. Knowing the purpose allows the writer to get to the point faster and saves time for the reader. Second, the writer should know its audience. Knowing the audience helps the writer to be relatable. It also helps decide what type of language is appropriate and which segment would benefit most from the message. Lastly, knowing the subject is crucial. A writer should not write about issues or topics without proper knowledge. Before beginning, the writer should have a purpose, know the audience, and research the given subject.

Next is the Set phase. The set phase involves setting the stage, setting the tone, and setting the rhythm. Setting the stage refers to choosing an approach or angle on the topic and

building the audience's expectations. Setting the tone takes this a step further by setting the mood. The writer should ask the question, "How does this make the reader feel?" It is essential to set the tone early and be consistent throughout the writing. The last part of the set phase is rhythm. Good writing has a good flow. The set phase is all about approach, framing, and delivery.

Finally, in the Go phase, the writer is ready and set to deliver the message. The Go phase is where the writer focuses on writing mechanics and performance as a creator. Three rules to follow here are: write short, write clear, and write right. Writing with impact means being punchy- being concise and getting to the point. The writer should stay focused on the topic and not skip around. For writing to have real impact, it should have proper mechanics, grammar, form, and style. In the end, writing with impact means delivering value to the reader, connecting with the audience, and being relevant to the subject matter. Writing with impact means writing with purpose, writing with passion, and writing something that matters.