

VANCOUVER, BC, November 15, 2013 /**24-7PressRelease**/ -- To neaten up your prose and make your writing more concise, avoid long lists of adjectives and/or over-qualifying your statements.

Adjectives can add atmosphere and may be wonderful in descriptive fiction - although even then, strong verbs may work better! In business writing they can often be deleted without any loss of meaning or impact. For sales and promotional materials this is particularly important - the adjective 'new', for example, should be used sparingly indeed - if you really need to stress this, at least use a synonym, such as 'innovative' or 'revolutionary'.

Additionally, try to have the courage of your convictions and avoid qualifying your statements. Why say something is 'quite successful' or 'generally problem free'? If you are doing this to cover yourself for legal reasons - fine; however, for most purposes your writing will have greater impact if you have the courage of your convictions and omit the qualifier.

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