

# Smart Brevity by Jim VandeHei, Mike Allen & Roy Schwartz

**Smart Brevity** is a writing technique that emphasizes conciseness and clarity without sacrificing meaning or impact. It involves:

- **Eliminating unnecessary words:** Removing redundant phrases and words that don't add value.
- **Using strong verbs:** Choosing verbs that convey action and meaning.
- **Being specific:** Using concrete language instead of vague terms.
- **Prioritizing the main point:** Focusing on the most important idea and supporting it with relevant details.

By practicing smart brevity, you can create more effective and engaging writing that is easier to read and understand.

Credits- Goodreads

Also used for reference- [Gemini AI](#)