

# Great communication: writing

Niki Bezzant for ANA





Goals of all  
writing:

Read

Understand

Take away



Understand your  
audience

# All writing is storytelling

Find the story!  
Is there a personal angle?



Celebrities and influencers like those pictured here often post so-called "weight loss" products on social media without being qualified to give health advice. Photo / Getty Images

By: [Niki Bezzant](#)



Social media is a part of modern life. For many of us, it's our principal source of information. But is that a good thing when it comes to food, diet and health?

When I was in my 20s, I didn't see all that many pictures of myself. That's because someone else had to take the picture; either a friend or a passing stranger, if you were alone. There was — believe it or not, millennials — no such thing as a selfie. And on top of that, I'd have to wait days or weeks to see the picture.

So apart from those grainy snapshots or looking in the mirror, I had no way of scrutinising my appearance in detail. I certainly had no way of manipulating it; no Facetune; no Photoshop. There was very little opportunity to scrutinise the appearance of others, either, and compare myself to them, unless you counted models in magazines. (I did, but even then everyone knew these images were heavily altered to look perfect).

Now, apparently, there's nowhere that's inappropriate for a selfie. At the tap of a screen we

Think about structure and title/headline

**What's the best  
way to say  
this?**

**How can I  
make people  
want to read it?**



Chunk it up

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## Q&A /FAQs

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Five things you need to know...

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Six ways to...

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Simple strategies to...

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Step-by-step guide to...

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Myths and truths about...

OR:

Use

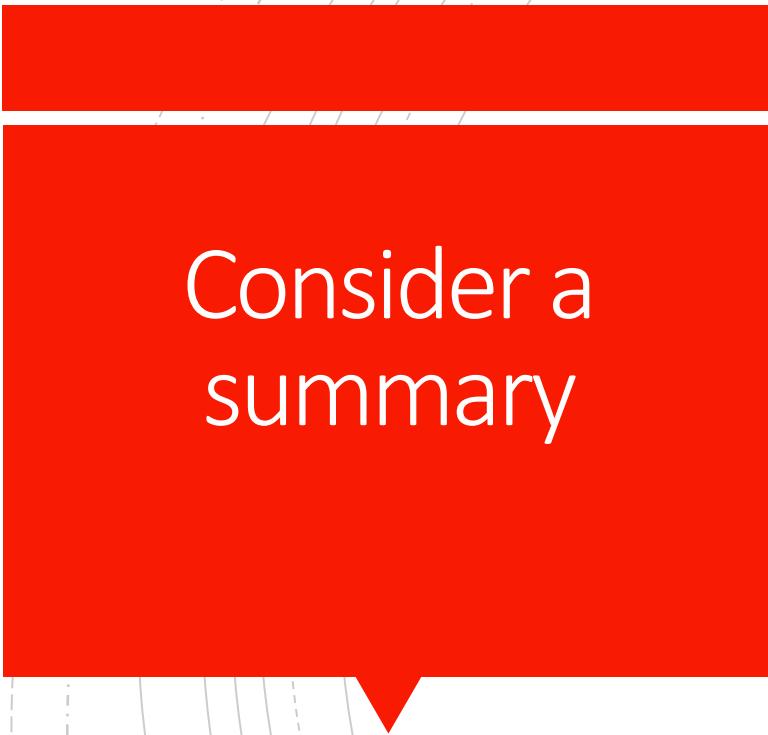
bullet  
points/number  
ing

Think about

sidebar/  
footnote

At least

Use short,  
frequent  
paragraphs/  
chapters



Consider a summary

TUESDAY, MARCH 31, 2020

# WHY WAIST MEASUREMENT WILL BECOME PART OF YOUR ROUTINE HEALTH CHECKUP



by Niki Bezzant



## *Read on and you'll discover:*

- Why “normal weight obesity” is becoming more prevalent
- The importance of weight measurement in predicting health issues such as heart disease, high blood pressure and metabolic syndrome
- A simple formula for accurately measuring your waistline
- The workout that’s scientifically shown to cut inches from waistlines.

If you’ve ever tried on vintage garments from 1970s or earlier you’ll have noticed that people were smaller back then. Both men and women had, on average, narrower shoulders and waists. Since then, garment measurements have crept upwards; a vintage size 12 is more like a modern size six.

# Think about style & tone



Write how you speak



Think of having a  
conversation with your  
neighbour/mother/friend



How would you say it to  
them?



**Language  
matters!**

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**It can make the difference  
between being understood  
and not.**

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**SO:**

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**Keep it simple!**

# Language matters

- “If they understand the language, then we are doing no harm by using simple language. But if they don’t understand the language, [by not using simple language] we are doing a lot of harm”  
- Principal Youth Court Judge John Walker

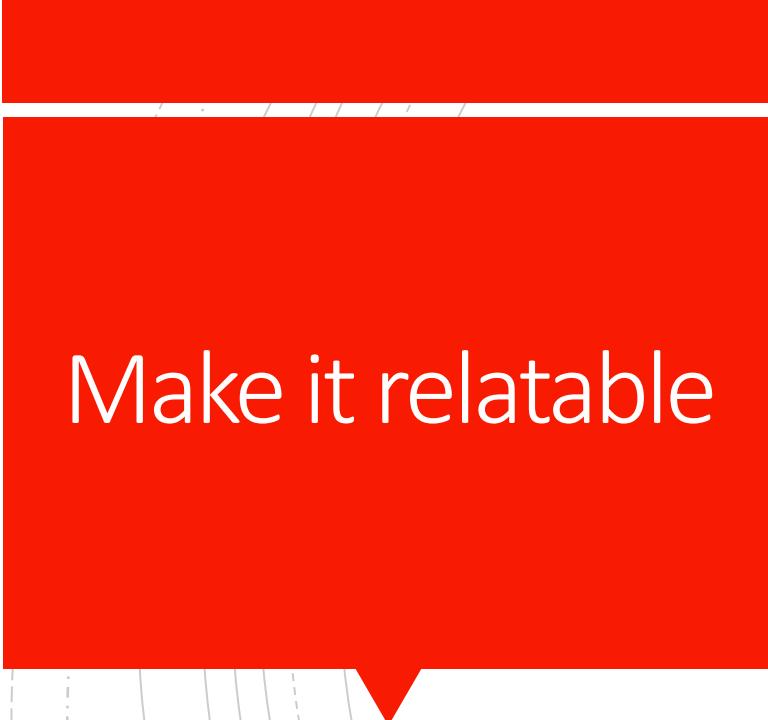
Think: ‘I am a translator’



you are translating a language you know into a language your reader understands



You are the expert – your reader is (usually) not



Make it relatable

**INSTEAD OF:**

- Follow a diet high in beneficial soluble and insoluble fibre.

**SAY:**

- Eat plenty of vegetables and fruit; grainy bread, nuts, beans and lentils.



Less is more

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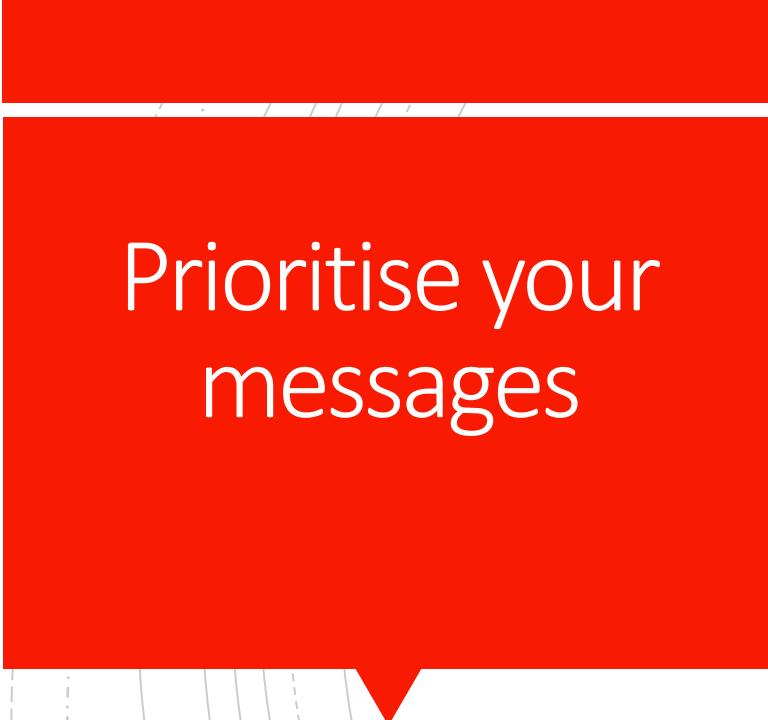
**don't use 3 words when  
you can use 1**

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**(This is harder than you  
think!)**

## How to make people act

- Make it personal
- Talk about how they will feel
- Emphasise the positive



Prioritise your  
messages

- **Don't bury the lead**
- **You don't need to write everything you know**

# Don't bury the lead



Harvard Health Publishing  
**HARVARD MEDICAL SCHOOL**

*Trusted advice for a healthier life*

Pay My

HEART  
HEALTH

MIND &  
MOOD

PAIN

STAYING  
HEALTHY

CANCER

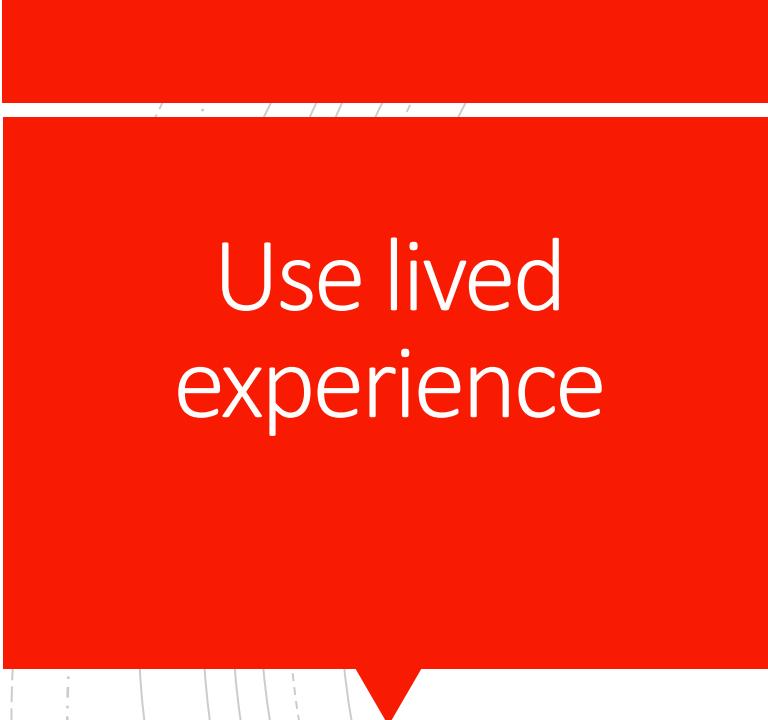
DISEAS  
CONDIT

## Exercise & Fitness

Exercising regularly, every day if possible, is the single most important thing you can do for your health. In the short term, exercise helps to control appetite, boost mood, and improve sleep. In the long term, it reduces the risk of heart disease, stroke, diabetes, dementia, depression, and many cancers. The Centers for Disease Control and Prevention recommend the following:

## Use examples

“You may know the feeling. You’re searching your brain for a word or a name you know, but just can’t seem to get it out. Or you walk purposefully into a room – and forget completely what you’re there for. If you’re nodding along in recognition, you won’t be alone. Brain fog can happen any time...”



## Use lived experience

- Emily was 47 when she had her first hot flush.

“I didn’t know what was happening to me. It was a feeling of overwhelming heat, like a heater being turned on inside me. I got hotter and hotter and then it disappeared. In that moment I didn’t want to be touched or near anyone”.



Use analogies

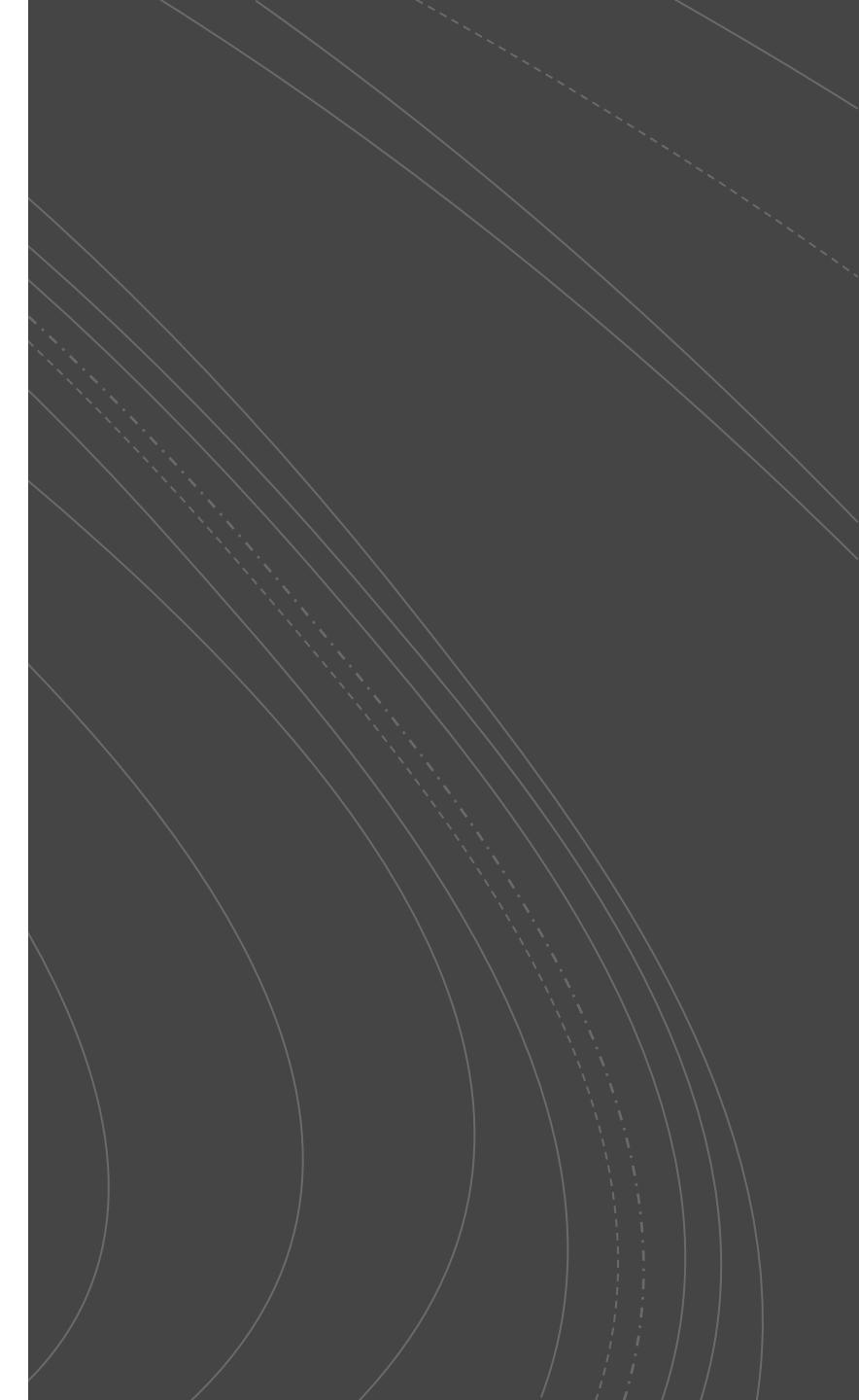
**INSTEAD OF:**

- Vasomotor symptoms are frequent among perimenopausal women.

**TRY:**

- Feeling like your internal thermostat is on the fritz is common for midlife women.

**EDIT**  
**EDIT**  
**EDIT**





Emphasise the  
positive

## INSTEAD OF

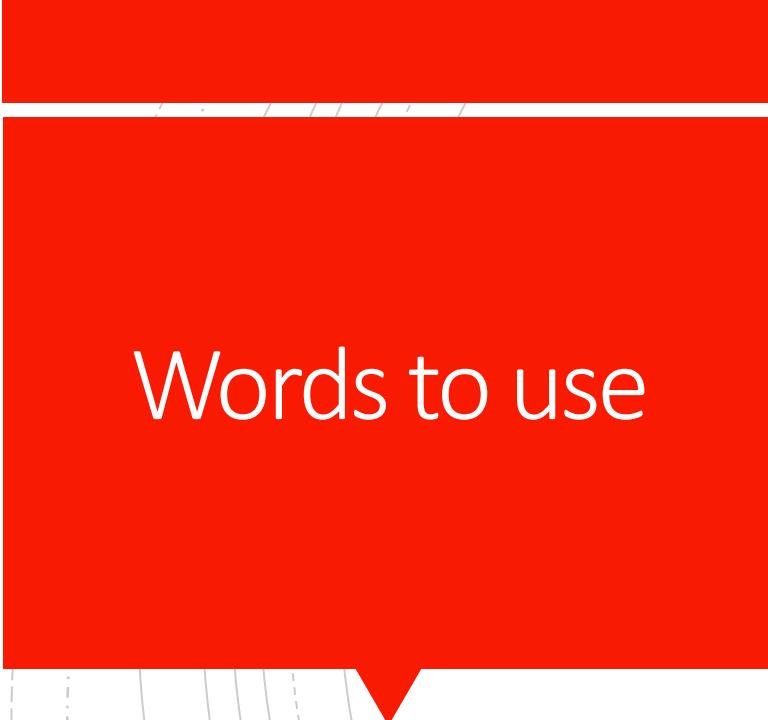
- Eating more legumes can help prevent bowel cancer and constipation

## TRY

- Adding more lentils to your life will boost your energy levels and keep things moving with your digestion

## Words to avoid

- Should
- Must
- Don't
- Do not eat/do
- Bad
- Minimise
- Avoid



Words to use

- Try
- Think about
- Experiment with
- Add
- Enjoy
- Can



Remember

- writing well can help you every day



Keep in touch!

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