



7 writing tips from RHETORICA® — a toolkit of 21 everyday writing techniques

TOP TIP #1: Write for your reader

Most B2B writers focus on the wrong thing: themselves.

When we write about ourselves, our language betrays us. We use words like *I, we, us, our, do* (eg ‘what we plan to *do*’, ‘what we have *done*’) and talk about the features of our product or service. As a result, the connection with the reader is *weak*.

But when we shift focus to the reader, something special happens. Our language changes. We automatically use the magic words *you* and *your*, the powerful word *get* and our content centres on the *benefits* to the reader of our product or service — which is what they’re most interested in. The connection with the reader is *strong*.

The more you mirror your reader’s self-perception and appeal to their self-interest, the more persuasive your writing will be. I call this being ‘reader-centric’. Until you get this, you’ll struggle to change their mind or their behaviour.

That’s why RHETORICA® — my toolkit of 21 persuasive writing techniques — opens with ‘Write for your reader’. It’s a *meta* principle, because it supports and informs the other 20 techniques.