



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

TOP TIP #7: Read your writing out loud (R.O.L.)

There are few simpler but more effective writing techniques than this one. Strictly speaking, it's an editing/checking technique, but it will improve your drafting, too.

Why is R.O.L. so effective?

R.O.L. slows you down and helps you assess your tone of voice. You'll hear how it will sound to your reader. After all, we don't read tone of voice, we *hear* it. This auditory aspect of writing is what makes this technique so important, and so effective.

Besides tone of voice, it also catches the clumsy phrase or the sentence that runs on and on and on (you'll know, when you start getting breathless).

When we read text to ourselves (aka 'sub-vocalising' or reading under our breath) or scan it, our brains tend to go on auto-pilot and insert what we want to be there or think is there, but which actually isn't. R.O.L. stops that self-deception in its tracks.

Every professional writer reads their copy out loud — and so should you.

Here's a quick reminder of the technique:

R.O.L