

# Writing Tips

From Ben Hillman/Ben Hillman & Company

[ben@bigtentacle.com](mailto:ben@bigtentacle.com)

Located in the Berkshires, Massachusetts

Most people are NOT political junkies. Assume they know nothing.

- Talk to people in their own language.
- Be inclusive. Write for everyone, not just the college-educated.
- Use the word "You" often.
- Be provocative. Use emotion.
- Don't give people a history lesson. Talk about what affects them NOW.
- Keep it short. Get right to the point.
- People don't generally want to be "educated" about a subject.
- Give people a specific action to do.