

1

Writing with Style

Writing like you speak

Introducing topics

Getting close to your reader

Saying more with less

Keeping apace with your readers

Living in the present

Choosing words for non-technical people

Replacing words with pictures

Leaving room for the translators

So the one guy says to the other guy, *Why don't they write these books so, like, guys like me can understand 'em? I mean, I'm no Mario Webster, or whoever that guy was that wrote all those dictionaries. But I got a life, you know? I get by as good as the next guy.*

He pauses to let his thoughts settle while his buddy chews on a sandwich. Then he fiddles with his cap and goes on. *But then I got this new computer. It comes with this book that, like, really talks to me, you know. It doesn't use big, fancy words, but it doesn't treat me like a dummy neither.*

His buddy gulps down a last bite and burps. A siren wails in the distance as the foreman bellows that it's time to get back to work.

Yeah, whoever wrote this stuff—I could quaff a few cold ones with them, anytime.