

Keep your doing words doing - transcript

You know verbs. 'Doing' words. Words like *improve*, *believe*, or *create*.

Verbs are powerful. And the best sentences use verbs to express key actions.

She believes creating new roles will improve staff morale.

Nice and clear, right?

But it's actually possible to turn a lot of verbs into nouns. You know nouns. 'Thing' words. Like *chair*, *dog*, or *doughnut*. Except nouns made from verbs are different. Nouns made from verbs are abstract nouns:

improve → *improvement*

believe → *belief*

create → *creation*

They're ideas, concepts. You can't see them or touch them. They're - well. Abstract.

Let's look at that sentence again:

She believes creating new roles will improve staff morale.

The trouble is, far too often when people write they replace powerful verbs with these abstract noun versions of the same word. And those nouns are waffle magnets. They need extra words to make them work:

It is her belief that the creation of new roles will lead to an improvement in staff morale.

The sentence becomes heavy, indirect and harder to read.

So, as much as possible, keep your doing words doing.

She believes creating new roles will improve staff morale.

And if you do, it'll help to keep your readers reading.