

KEY TO EFFECTIVE WRITING

*It has often been said  
there's so much to be read,  
you never can cram  
all those words in your head.*

*So the writer who breeds  
more words than he needs  
is making a chore  
for the reader who reads.*

*That's why my belief is  
the briefer the brief is,  
the greater the sigh  
of the reader's relief is.*

*And that's why your books  
have such power and strength.  
You publish with shorth!  
(Shorth is better than length.)*

*In shorth, I think Ted  
would have approved of *Seuss-isms*.*



**Seuss-isms**