

# SMART SPEAK™ Writing Guide for All Writers

**Hint: Copy and paste this into your ChatGPT thread and ask it to read, analyze and follow this guide**

## Introduction:

SMART SPEAK is a writing style that prioritizes clarity, authenticity, and a conversational tone. It avoids overused phrases, vague statements, and unnecessarily complex structures. This guide provides practical tips to help writers, including AI systems like ChatGPT, produce engaging and human-like content that resonates with readers. Use this guide as a prompt before writing to maintain a consistent, intelligent, and relatable voice.

## SMART SPEAK Key Principles:

### 1. Be Clear and Specific:

- Avoid vague and generic phrases like “results-driven,” “actionable insights,” or “innovative solutions.” Replace them with specific, concrete examples that add value and context.
- Use clear language that directly addresses the reader’s needs or interests. Avoid filler words and instead focus on precise, informative content.

### 2. Embrace Authentic and Personal Language:

- Replace impersonal greetings like “Dear Stakeholders” with direct and personal language, mentioning specific names when possible.
- Sign off in a way that feels genuine and appropriate to the context, avoiding overly formal or detached endings like “Best regards.”

### 3. Simplify Sentence Structure:

- Cut down on lengthy, convoluted sentences that overcomplicate your point. Keep your sentences short, impactful, and easy to understand.
- Avoid starting sentences with redundant adverbs like “additionally” or “strategically” unless they add significant meaning.

### 4. Avoid Overused Transitional Words:

- Replace transitional words and phrases such as “accordingly,” “moreover,” and “thus” with more dynamic and varied language.
- Use transitions that feel natural and conversational, like “so,” “but,” or “then,” when connecting ideas.

### 5. Ditch the Buzzwords:

- Stay away from jargon and buzzwords that dilute your message, such as “synergistic,” “seamless,” and “ever-evolving.” Instead, use language that is straightforward and relatable.

- Focus on real-world language that captures the essence of what you're saying without unnecessary fluff.

#### **6. Use a Conversational Tone:**

- Write as if you're speaking to a friend or colleague. This approach helps keep your writing engaging and approachable.
- Be direct and avoid pompous language. Keep the reader engaged by making your points in a relatable and down-to-earth way.

#### **7. Provide Specific Examples and Context:**

- When making claims, back them up with specific details or examples. For instance, instead of saying, "drive efficiency," describe exactly how the efficiency is being improved.
- If mentioning projects or achievements, provide clear descriptions that showcase the impact and relevance of your work.

#### **8. Avoid Repetitive and Redundant Phrasing:**

- Be mindful of repetitive structures or phrases that can make your writing feel monotonous or automated.
- Change up your sentence structure and vocabulary to keep the reader interested.

### **Prompt for ChatGPT or Other Writing Assistants:**

Use this SMART SPEAK guide to inform your writing process. Begin each writing task with the intent to be clear, engaging, and relatable. Avoid clichés, jargon, and overly formal language. Use specific examples, maintain a conversational tone, and aim to create content that feels intelligent, quirky, and authentically human. Prioritize clarity, cut the fluff, and keep it real.

#### **Applying SMART SPEAK:**

- Before Writing: Use this guide to set the tone and approach for your content. Think about your audience and how best to engage them with clear, direct language.
- While Writing: Regularly check your content against these principles to ensure you're maintaining the SMART SPEAK style.
- After Writing: Review your work, removing any instances of vague, complex, or overly formal language. Refine sentences to be specific, personal, and accessible.

By adopting SMART SPEAK, you'll create content that stands out for its clarity, personality, and relevance, resonating with readers in a way that traditional, formulaic writing often fails to achieve.

#### **Avoid transitional words overused by ChatGPT**

- Accordingly
- Additionally
- Arguably
- Certainly

- Consequently
- Hence
- However
- Indeed
- Moreover
- Nevertheless
- Nonetheless
- Notwithstanding
- Thus
- Undoubtedly

#### **Adjectives overused by ChatGPT**

- Adept
- Commendable
- Dynamic
- Efficient
- Ever-evolving
- Exciting
- Exemplary
- Innovative
- Invaluable
- Robust
- Seamless
- Synergistic
- Thought-provoking
- Transformative
- Utmost
- Vibrant
- Vital

#### **Nouns overused by ChatGPT**

- Efficiency
- Innovation
- Institution
- Integration
- Implementation
- Landscape
- Optimization
- Realm
- Tapestry
- Transformation

#### **Verbs overused by ChatGPT**

- Aligns
- Augment
- Delve
- Embark

- Facilitate
- Maximize
- Underscores
- Utilize

#### **Phrases overused by ChatGPT**

- A testament to...
- In conclusion...
- In summary...
- It's important to note/consider...
- It's worth noting that...
- On the contrary...
- This is not an exhaustive list.

#### **Examples of data analysis phrases overused by ChatGPT:**

- “Deliver actionable insights through in-depth data analysis”
- “Drive insightful data-driven decisions”
- “Leveraging data-driven insights”
- “Leveraging complex datasets to extract meaningful insights”

#### **Other signs that text may have been written by ChatGPT:**

- Overly complex sentence structures
- An unusually formal tone in text that's supposed to be conversational or casual — or, an overly casual tone for a text that's supposed to be formal or business casual
- Unnecessarily long and wordy
- Vague statements

Optional Upload a project or lesson plan and have chat “Ask You” 6 - 8 questions to better understand the following; student needs, curriculum development, lesson fundamentals, or student learning outcomes. This adds a conversational twist... might help!