

WRITE STUFF



GREEN SIDE UP BY JOEL JACKSON

In these challenging times, are you heeding the wisdom of successful superintendents who keep saying, "Growing grass is only 10 percent of the job? The rest," they say, "is communication, leadership and management

skills, and understanding good business practices."

Here are some writing tips to help with the communication part, gleaned from writing magazines over the years, and from having Larry Kieffer edit my *Florida Green* articles for almost twenty years.

I'm also being a bit selfish since we want you to write articles for the *Florida Green* and share your Hands On tips and experiences. The better you write, the less editing we have to do, but we're always there to help out as needed. The main thing is for you to share information with your peers.

These tips can also be useful for writing notes for presentations, your club newsletter articles and even

course maintenance blogs that are growing in popularity in these days. I also have editors who nip and tuck my columns and articles, so don't think you have to be a best-selling novelist to succeed. Here are those tips to "speed" to better writing:

1. Use picture nouns and action verbs rather than adjectives and adverbs.
2. Never use a long word when a short one will do as well.
3. Use simple sentences instead of long, complicated ones.
4. Vary your sentence length.
5. Put the words you want to emphasize at the beginning or end of your sentence.
6. Use the active voice. Avoid the past tense.

7. Put statements in a positive form.

8. Use short paragraphs.

9. Cut needless words, sentences and paragraphs. Get to the point.

10. Use plain, conversational language. Write like you talk.

11. Avoid gobbledygook and jargon.

12. Write to be understood, not to impress.

In summary, what you have is unique knowledge of your golf course and what it takes to make it look good and perform well. Being able to communicate that knowledge is an important and valuable skill in today's golf industry.

You're already good at the grass stuff; use these tips to practice the write stuff. ■

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