

# Brief and Amazing

**Brief and Amazing**: The importance of clarity and brevity in regards to written communication. Especially in Emails, Blogs, and sermon notes

The Big Idea: “Out of complexity, find simplicity.” ~Albert Einstein

- If we don’t learn how to clearly, briefly, and effectively communicate in writing, we will not have a stable context for sustained influence.

Theme Verse: “Then the LORD replied: “Write down the revelation and make it plain on tablets so that a herald may run with it.” ~Hab. 2:2

Theological Basis:

- Make the vision plain—write it down
- Meticulous writing and honoring of scribes in OT
- Luke 1:1
  - Certainty comes from written account
  - Example (basic training rebuke)
- Ten Commandments

Practical Steps

- What’s the goal?
  - This is the most important question, because your emails, blogs, sermons should be theme based, staying on one cohesive topic.
- Bullets and sub-points
  - Learning to format well will make you more skilled with your words.
- Outlines
  - Having a clear skeleton provides space for the right content.
  - Key elements of an outline:
    1. Main point. (*The Big Idea*, or *The Thesis*)
    2. Sub points, and support (verses and illustrations)
- Proper spelling and grammar.
  - Our ability to properly utilize the language that God has so graciously given us is a matter of worship.
- Process: Vomit; Organize; delete; repeat.
  - Don’t get caught up in the stagnation of finding the perfect thing to say; do little bits at a time.

Examples and Practice:

- My email
- Your ideas?

Examples and Practice:

- My email