

Making Experts Understood: A Communicator's Toolkit

ESTABLISHING AUTHORITY & CREDIBILITY



Cite the Source

Use expert names, team mentions (“the researchers”), and hyperlinks to project authority.



Guide the Reader's Interpretation

Use affective words (“critical,” “profound”) to signal importance and hedges (“may,” “might”) to mark nuance.

BUILDING RAPPORT & INTERACTIVITY



Create a Community

Use inclusive pronouns (“we,” “us”) and address the reader directly (“you”).



Spark a Conversation

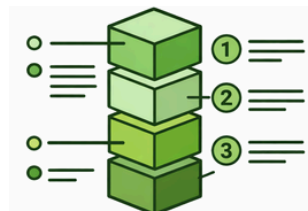
Ask direct questions and use commands (“Imagine...”) to foster a dialogic tone.

ENHANCING COMPREHENSIBILITY



Explain Simply and Relatably

Use definitions, examples, and analogies to clarify complex ideas.



Chunk the Information

Break down content into lists or enumerated points for easy digestion.

ORGANIZING FOR IMPACT



Lead with the Main Claim

Place the most important finding at the beginning for immediate value.



Use Engaging Titles & Visuals

Craft catchy headlines and use emojis to add personality and visual shorthand.