

WORD CHOICE

*Deliciously used everyday words
Word smithery & word pictures
Precision and growth with language*

WHAT DOES THE FOLLOWING THOUGHT MEAN?

“When promulgating your esoteric cogitations or articulating your superficial sentimentalities and amicable philosophical and psychological observations, beware of platitudinous ponderosity. Let your verbal evaporations have lucidity, intelligibility and veracious vivacity without rodomontade or thespian bombast. Sedulously avoid all polysyllabic profundity, pompous propensity and sophomoric vacuity.”

-C.R., Syracuse, N.Y.

DON'T USE BIG WORDS.