



Use link words to organise information and to explain complex ideas.

Better Communication: Link Words

Listeners and readers can get lost when presented with complicated ideas, so link words will help you organise what you say into simple units which are easier to understand.

Most readers will ignore disorganised paragraphs and listeners will stop paying attention if your sentences are difficult to follow. The problem, of course, is that very often we have to transmit complicated information. One way is to break it into small pieces and let link words connect them.

Use these link words for contrast

But; however; nevertheless; in spite of; although; despite; on the other hand; even if; on the contrary.

Next year's budget includes a five percent rise in income; *however*, we believe this will be due to inflation and not because of increased unit sales.

Use these link words for cause and consequence

Results in; implies; causes; so; then; means; indicates; therefore; for that reason; consequently; as a result.

Rob will be away on paternity leave next month. *Therefore*, Pat will be in charge of systems during that time.

Use these link words for listing

First; first and foremost; initially; first of all; firstly; to start with; to begin; number one.

Second; in second place; besides; also; too; as well; then; next; number two.

To end; lastly; last of all; last but not least; finally; to sum up; to conclude, to finish.

Thanks for coming to my conference. We will *begin* by going over my programme; *then* we will see a practical case and we will *finish* with any question you might have.

Use these link words to compare

Equally; in the same way; similarly; likewise; as in; as with; like; too; as well; also; as; compared with.

I find math difficult just *as* you find chemistry hard.

Use these link words to emphasize

Specially; moreover; above all; particularly; significantly; indeed; notably; most of all.

We need to increase advertising and *particularly* focus on the 12 to 17 age group.

Use these link words to summarise

In conclusion; in summary; to sum up; to recapitulate; in short; in a nutshell; in a few words; briefly.

To sum up, use link words if you want to organise information!

Andrew's advice: organise facts logically if you want people to understand what you say.



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