



The Translator

“You make the dense thing land in one read.”

You take the tangled update, the jargon-filled deck, the “wait, what are they actually saying?” and turn it into something a busy person gets on the first pass. When you explain it, people finally act.

YOUR EDGE WITH AI

Point AI at the reader, not the sentence. Hand it the dense thing and ask what your reader will actually feel and do, and it strips the polish down to the point, so the message moves people instead of just sounding smart.

THE THINKER WHO SHARPENS YOU

Rory Sutherland · psycho-logic beats logic: ask what the reader will feel, not what is most correct.

Your blind spot

You make things land, but polish can quietly become the goal. Clarity is not sounding smart; it is making the next action obvious, and what moves people is often what they will feel, not the most logical phrasing. Aim AI at the reader's reaction, not a cleaner sentence.

Your first shift: Plain-English Translator

Use this before a client update, executive note, team announcement, or any message that got too dense.

Copy this prompt

Rewrite this so a capable but busy person can understand it in 60 seconds. Keep the real point, remove jargon, and add the one action they should take.