

ABSURDLY USEFUL RESOURCES / READER NOTES

Make It Land

Clarity people can use.

READER NOTES

SUMMARY + ACTION GUIDE

INSPIRED BY THE ART OF EXPLANATION BY ROS ATKINS

ORIGINAL SUMMARY AND PRACTICAL TRANSLATION. READ THE FULL BOOK WHEN YOU WANT THE WHOLE ARGUMENT.

Ros Atkins treats explanation as designed movement: take people from confusion to understanding with structure, selection, and respect. The goal is not to display everything you know. The goal is to make the point land cleanly enough that people know what to think or do next.

Keep These

1. A useful explanation starts with the point, not the pile of facts.
2. Audience matters: people need a route from where they are, not where your expertise lives.
3. Structure does the heavy lifting by deciding what comes first, next, and last.
4. Every detail should clarify, build trust, or change the next decision.
5. The explanation is unfinished until the listener knows what the clarity enables.

Useful Translation

This is the version to carry into meetings, parenting, work, money, politics, conflict, and the ordinary Tuesday where most theories go to prove whether they are useful.

FRAMEWORK 01

Cognitive load: too much unsorted information makes accurate facts less useful.

FRAMEWORK 02

Narrative route design: sequence gives information meaning.

FRAMEWORK 03

Audience-centered communication: respect means selection, not oversimplification.

04 / ACTION ITEMS

1. Write the destination sentence before explaining anything.
 2. Cut one fact that only proves you did the reading.
 3. Use one concrete example before technical vocabulary.
 4. Separate context, point, proof, and next step.
 5. Ask what the audience already knows and what they actually need.
 6. End with the decision, question, or action the explanation makes possible.
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05 / ONE-PAGE FIELD GUIDE

If the explanation makes you look smart but leaves them lost, it did not land. Build the route again.

Absurdly Useful Resources. Placeholder email-gated PDF asset. Connect the form to the final provider before launch.