

# WRITE

IN PLAIN ENGLISH  
TO GET A RESPONSE  
FROM YOUR AUDIENCE.



**PLAN** before you write: WHO will be reading? What **RESPONSE** do you want? **WHAT MUST YOU DO** to get this response? The best way to start is to **START**. Put the most important information **FIRST**.

**Short** Use mainly the **ACTIVE VOICE**, strong verbs instead of heavy nouns, **SENTENCES** simple, clear, unpretentious language.

**ONE IDEA**, or two closely related ideas, per sentence. Start paragraphs with a clear topic sentence • **USE BULLET POINTS TO BREAK UP COMPLICATED TEXT** • **EVERY PARAGRAPH SHOULD HAVE A CLEAR PURPOSE**. **ELIMINATE CLUTTER**.

# STRONG PARAGRAPHS

Use only the words you need. **USE PUNCTUATION TO IMPROVE CLARITY**. Put your points **POSITIVELY** when you can.

**CONNECT** with your reader. **ADD. SUBTRACT.**

**ENJOY**  
REFINING  
IMPROVING **&**  
**YOUR WORK**

**DELETE. REARRANGE.** **IDENTIFY & IMPROVE AWKWARD SENTENCES.** CLARITY, BREVITY, SIMPLICITY, HUMANITY. **FIX FACTUAL AND LOGIC GAPS.**

# PROOFREAD!