

Make your writing short and snappy

If you want your writing to be punchy and easy to read, then it ought to be:

Positive	<p>Say what something is – not what it isn't.</p> <p>Write The proposal was rejected not The proposal was not accepted.</p> <p>Watch out for words such as no, not and didn't. Although they're often needed, they can indicate you're not being as direct as you ought to be.</p>
Active	<p>The subject should act upon the object.</p> <p>Write The cat chases the mouse not The mouse is being chased by the cat – which is passive.</p>
Specific	<p>Don't write upset when you can write bawling his eyes out in the bathroom.</p> <p>Don't write asset when you can write skyscraper.</p>
Simple	<p>Don't use big words or talk down to your reader in an attempt to sound authoritative or professional. Your aim is to inform, not confuse.</p> <p>Avoid jargon and acronyms.</p> <p>Don't write commencement when you mean start.</p>
Concise	<p>Avoid long sentences. A sentence should only make one point. If there are more than 32 words, it's too long. If it has too many commas, it can probably be cut into two (or more) sentences.</p>