

# 12 BASIC PRINCIPLES OF CLEAR WRITING

1. Know your main idea and be able to express it in 15 to 25 words.
2. Have an outline. Do not stray from the main idea.
3. Think about your readers: Have you forgotten a piece of important information that they would like to know?
4. Write in short and complete sentences. (Seek a combination of shorter and longer sentences.)
5. Avoid the use of "religious" and ostentatious terms.
6. Use concrete words that create images in the mind of the reader.
7. Use active and vigorous verbs.
8. Eliminate unnecessary words and all redundancies.
9. Emphasize the use of simple, uncomplicated words.
10. Know when and how to finish your article.
11. Revise and polish your article, and then do a rewrite.
12. Read your manuscript aloud. "How does it 'sound'?"