

- 1 Use plain professional English – as appropriate for your target audience
- 2 Avoid clichés, unnecessary jargon and buzz words
- 3 Cut dead wood and waffle
- 4 Cut repetitive words and avoid word phrases
- 5 Prefer active sentence structure: who > does > what
- 6 Ensure clarity of paragraphs and sentences
- 7 Use bullet point or numbered lists
- 8 Address your readers directly – ‘you’ and ‘we’
- 9 Make it look readable – use white space
- 10 Define acronyms and abbreviations – if required by your target audience
- 11 Use headings and sub-headings – to create ‘bite-sized’ chunks
- 12 Keep it short – a rough guide

How many words in a sentence – maximum?

Reports	25 words
Marketing materials	20 words
Emails / web content	15-20 words

How many lines in a paragraph – maximum?

Reports	6 lines
Marketing materials	4-6 lines
Emails / web content	3-5 lines