

EFFECTIVE WRITING

- ** When you write no matter what you write, remember you are writing for humans and not for computers.
- ** Writing that isn't read is of no value. One good reason much writing isn't read is dull presentation.
- ** Say it simply without pomp and pagentry. The simplest way of saying something is always best.
- ** Develop your own style. "Write to express and not to impress.
- ** When a man reads he shouldn't have to make a big effort to understand.
- ** Reading should be pleasurable and educative.
- ** Good write up should carry the reader along like a small boat gliding down a river.
- ** In a bad write up, to get to the meaning is like hard rowing against a current, the effort tires, the reader will sooner or later is likely to give up.
- ** Once a man begins writing stuffy stuff he tends to pile pompous sentences on top of each other until his intend meaning becomes obscured.
- ** You can tell an expert in any line by his ability to explain a matter simply. Remember this when you write.

**** Use short words and sentences. (Eg. buy rather than purchase).
Don't let sentences become too complex. Break them up. Semicolons are useful in this regard. Don't over-do commas. They are often un-necessary. And they slow the reader.**

**** Talk to your reader directly.**

**** Write with confidence.
Do not overwork words like - possible, seems, perhaps, may, You know there is no faster way to lose a reader's confidence in you.**

**** Kill stock phrases like -**

In order that - (so)

In the near future - (soon)

In the event that (If)

For the purpose of (for)

For the reason that (because)

**** Edit ... EditEdit Edit Edit**

**** Be specific.**

**The concrete is more powerful than the abstract
The specific is more powerful than the general
The definite is more powerful than the vague.**
