1. Always assume that your audience knows nothing about the subject. Don't create questions; answer them.

2. Write short, active-voice sentences and short paragraphs. Try to limit your sentences to one subject. Create a new paragraph for every slight change of subject.

3. Don't back into a sentence. The subject should be as close to the beginning of the sentence as possible.

4. Remember the purpose of your message and write accordingly. If it is a factual report, keep opinion out of your message. If it is persuasive, use strong, emotional, logical words.

5. Organize your material. Make an outline.

6. Evaluate your material. Decide what is most important to your audience and begin with that information. the rest of your article should relate to and amplify that information. Don't wander from your topic.

7. Write at once. Don't try to be perfect the first time. Get the material out of your head and onto paper.

8. Use good transition. Every sentence and paragraph should be linked to the previous sentence or paragraph.

9. Don't waste words. Select only the words that have the strongest effect on your audience and that mean exactly what you intend.

10. Place words and groups of words near the words and groups that they modify.

11. Avoid clichés. They are tired words that are usually ambiguous.

12. Avoid jargon. Use words that everyone in your audience will understand.

13. Use strong verbs. Action carries your message.

14. Read what you have written. Consider yourself the audience and ask: "Did I understand this?" Revise and correct, but don't overwrite. Eliminate irrelevant material. And rewrite again and again until the message is absolutely clear.

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