

# Ten Tips for Clear Writing

1. Know who you are writing for; have a picture in your mind of the reader.
2. Keep a design file of some of the better leaflets/posters you come across to give you an idea of how yours could look and read.
3. Be lively. Perk up your writing by using vivid language, headlines and slogans.
4. Don't go into too much detail. There may be an awful lot you want to say, but readers are not prepared to read too much. You need to get your message across quickly.
5. Ask someone to read your first draft to whether they can understand what you are trying to convey, and to point out anything that is hard to understand.
6. Don't use jargon or acronyms. You may be familiar with them, but other people will not necessarily recognise them.
7. Avoid waffle. A red pencil (to cross out what is not needed) is a key tool for effective tool for writing.
8. Use short paragraphs, short sentences and short words. Simple editing can transform what you have written.
9. Write in the first person; use "We" and "I", not "the group" and "it".
10. Remember the human side. Use real life examples of people whenever you can.

