

1. Plan your document before you start writing. Identify the main reader, the purpose of the document, and what structure you will use to be as clear and precise as possible.
2. Keep sentences, paragraphs, and chapters short. Get to the point. Even other experts prefer clear and succinct writing. They don't have time to spare!
3. Use bulleted lists. They are many times easier to read, understand, and remember.
4. Use descriptive headings and sub-headings. Guide the reader and help them quickly find what they need.
5. Avoid meaningless "filler" words. Don't be afraid to remove words that don't add value and clarity (from the reader's perspective).
6. Avoid jargon, most of the time. Simple words are better than bureaucratic words. Look out for "legalese". Explain technical words if you need to use them.
7. Use accessible, inclusive language. It builds trust in your expertise, and encourages participation that will make your programs even better.
8. Provide visual elements. People are drawn to images more than they are to text. Figures, tables, graphics, icons and other visual elements can help to explain complex ideas, key points, or processes and procedures.
9. Be consistent from front to back. Use the same fonts, words, punctuation, and verb tense. Most reports should be written in the present tense.
10. Use the active voice. It's clear and direct: you know who is accountable.

One last tip: always make time to edit!

