

## RULES FOR BETTER WRITING

1

### BLUF

Bottom Line Up Front - Give the best part first and then give them a reason to keep on reading.

2

### START WITH A BIG PROMISE

Make a BIG promise in your first paragraph - Get them in the right mindset and keep them reading.

3

### BE ORIGINAL & USE ENERGETIC LANGUAGE

Don't use tired language, clichés, or common figures of speech.

4

### TELL A STORY

Here's where I was (Struggle) >> Here's where I am now (Success / Open Loop) >> Here's how I got there (Guide / Solution)

5

### PAINT A VIVID PICTURE

Your words should spark creative thoughts in the minds of your readers. They should feel like they are in the story.

6

### USE SMALL, SIMPLE WORDS

You are writing to be understood, not to impress your 12th grade English teacher. Replace complicated words with simpler words.

7

### USE SHORT SENTENCES & PARAGRAPHS

Sentences should be less than twenty words. Paragraphs should be four sentences or less.

8

### IF YOU CAN ELIMINATE A WORD, DO IT

Get rid of unnecessary words or phrases. No fluff.

9

### DON'T USE JARGON

Avoid uncommon acronyms and industry-speak. If you must use it, explain what it means.

10

### WRITE IN THE ACTIVE VOICE, NOT PASSIVE

The character performs the action. The action is not performed to them.