

# Four tips for effective writing

## 1. Write for people

- Always have your readers in mind when deciding on format, content and order.
- Use words your readers will understand.
- Prefer the active voice.

## 2. Make your point

- Know why you are writing and make it clear to your readers early.
- Put the main point first in documents and paragraphs.
- Be clear about what you want your readers to do.
- Order and group your information logically, in descending order of importance (to your readers).

## 3. Write less

- Get to the point quickly.
- Only include content that is essential to make your point.
- Cull padding or repetition.

## 4. Be precise

- Use strong, precise words.
- Ensure the grammar, spelling and punctuation are correct.
- Ensure the facts are accurate and supportable.
- Edit and proof your work thoroughly.

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