PLAIN LANGUAGE

Communication your audience understands the first time

Organize to serve the audience

☑ Know your audience and purpose before you begin

☑ Put the most important message first

☑ Present other information in order of importance to the audience

☑ Break text into logical chunks and use headings

Choose words carefully

☑ Write in the active voice

☑ Choose words and numbers your audience knows

☑ Keep sentences and paragraphs short

☑ Include "you" and other pronouns

Make information easy to find

☑ Use headings and text boxes

☑ Delete unnecessary words, sentences, and paragraphs

☑ Create lists and tables