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