Organize your communication 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 your 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.