Keep it short!

The more there is to read, the less your audience will want to read it.

- ☐ Keep sentences to **20 words or fewer**
- ☐ Keep paragraphs to **5 sentences or fewer**

Chunk it!

Most readers skim documents instead of reading every word. Help your readers get your main points.

- ☐ Include a **short, clear main message** at the top of your document
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- ☐ Use a **relevant** and **specific heading** for every **1–3 paragraphs**

Use Active Voice!

Passive voice is wordy, but active voice is concise and direct. Passive voice is formal, but active voice sounds more like speech *(making it easier to understand)*.

- ☐ Use passive voice only when the **subject is unknown** or of **less importance**
- ☐ Strengthen your sentences further by **keeping the subject and verb close together**

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