1. **Keep sentences short**
Most long sentences can be broken up. Use 15–20 words for each sentence. Vary the length of each sentence. Have 1 idea per sentence.

2. **Prefer active sentences**
Turning a passive sentence into an active sentence means changing the structure. Active sentences are ordered like this: WHO (subject) DID (verb) WHAT (object). For example: 'Anne watched television'. Passive sentences are structured like this: WHAT WAS DONE BY WHO. For example: 'The television was watched by Anne'.

3. **Use 'you' and 'we'**
Using 'you' and 'we' helps you focus on WHO DID WHAT. For example: we started the project; we designed the service; you should use the template to record results.

4. **Avoid jargon**
Jargon is a special language used in business, medicine, science, government and development. It is useful for a specialist audience, but not for a wider audience. Strip your text of jargon by saying exactly what you mean and by using everyday language.

5. **Don't be afraid to give instructions**
Instructions help clarify actions. For example: 'Doctors must write down the test results'; or 'download the documents here'.

6. **Avoid turning verbs into nouns**
Turning verbs ('doing' words) into nouns (things, concepts, emotions, a person) is called 'nominalisation'. Too many nominalisations make writing long and dull, especially in passive sentences. See examples of nominalisations here.

7. **Use lists where possible**
Lists, numbers and headings are your friends. They help tidy the text and signpost the reader. Remember to use digits for all numbers and percentages.

Source: How to write in plain English.
www.plainenglish.co.uk  ePlainEngCam
Designed by Nilam McGrath  eTalkingEvidence for AuthorAID