

Rudolf Flesch's Rules of Effective Writing

Summarized from *How to Write, Speak, and Think More Effectively* (1951)

- Write about people, things, and facts.
- Write as you speak.
- Use contractions.
- Use the first person.
- Quote what was said or written.
- Put yourself in the reader's place.
- Don't be too brief.
- Plan a beginning, middle, and end.
- Go from the rule to the exception and from the familiar to the new.
- Use short forms of names.
- Use pronouns rather than repeating nouns.
- Use verbs rather than nouns.
- Use the active voice.
- Use small, round figures.
- Be specific. Use illustrations, cases, and examples.
- Start a new sentence for each new idea.
- Keep sentences and paragraphs short.
- Use direct questions.
- Underline for emphasis.
- Make your writing interesting to look at.