



## How to be clear

1. Envision a General Audience--not specialists, not friends, not colleagues but the general public, the people you meet in an elevator. Talk to them.
2. Tell it to a friend--someone in this room--e-mail Dear Fred.
3. Slow down the pace of information--not so dense. Explain the difficult
3. Don't clutter leads with confusing statistics, technical info and bureaucratic names
4. Use simple sentences ..short clear easy to read.
5. Translate jargon
6. Look for the human side
7. Let small represent the large
8. Consider the impact on the reader/audience--so what?
9. Read it out loud ( to a friend, an honest friend who will tell you when it sounds self-important and pompous.)