

Chapter 4

In a Nutshell

Develop strategies to use as you write and revise documents. Mastering just a few key strategies makes your ideas seem clearer to your audience and causes them to trust you.

The basic principles are

- ▶ Write in the active voice.
- ▶ Use parallelism.
- ▶ Write 12- to 25-word sentences.

- ▶ Use *there are* sparingly.
- ▶ Avoid “garden path” sentences.
- ▶ Change tone by changing word choice.

The first five principles are common writing advice. The last principle helps create an identity that is appropriate for the situation.