

PLAIN

SHELLY DAVIES
— WRITING & TRAINING —

LANGUAGE

AT A GLANCE



An international standard for readable text. It's research based, and it's been around for decades.

WHAT?



- clear
- concise
- easy to read
- easy to process
- legally binding
- unambiguous

WHY?



- governments
- lawyers
- judges
- CDC
- FAA
- OECD
- WHO

WHO?

HOW?

20

WORD SENTENCES

One idea, nice and short, less punctuation



5 LINE PARAGRAPHS

Make your page look inviting!



USE EVERYDAY WORDS



USE HEADINGS

Help your readers to scan



WRITE LIKE YOU SPEAK

The way we speak is naturally active. Yoda speaks in the passive voice. Don't be Yoda.



BULLET, BABY!

Bullets are your friends. Use them.