

# 5 Ways To Make Your Writing More Readable

Here are 5 simple writing techniques based upon research conducted by Rudolph Flesch.<sup>1</sup>

These straight-forward tips will help anyone who wants to communicate more effectively.

1. Make your sentences short with an average of 16 words. No sentence should be longer than 32 words. The easiest sentence to read is 8 words long.
2. Make your paragraphs short, particularly the first. Have one thought in each paragraph.
3. Words should be short and lively, not long and dull. i.e. 'Love' not 'affection', 'buy' not 'purchase', 'free' not 'complimentary'.
4. Cut out needless words because they slow down reading. E.g. "miss out on" to "miss" "crisis situation" to "crisis" and "for free" to "free"
5. Beware of stale expressions. E.g. 'At the end of the day', 'to be honest with you', 'frankly' and 'when push comes to shove' These phrases slow down reading and usually add nothing to the meaning of a sentence.

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*1 - Flesch is famous for his 'Flesch-Kincaid Reading Ease test', which can be found in Microsoft Word's Grammar check. He also wrote the bestselling book "Why Johnny can't read: And what you can do about it".*