# Plain Language Principles

## 1 Active Voice

Identify WHO is doing WHAT. Keep the subject up front.

## 2 Common Words

Use simple, easy-to-understand words. Avoid jargon and slang.

## 3 Positive Tone

Where possible, rewrite to avoid negative words such as don't, not & can't.

## 4 Reader Focus

Write for your reader. Guide them through the material using 'you'.

## 5 Keep it Short

Keep to one idea per sentence. Remove unneeded words.

## Writing in Plain Language

1. Determine what you want the reader to know
2. List the critical information
3. Write your document
4. Check the structure
5. Make sure you've used plain language
6. Ask someone to read it over and comment
7. Proofread
8. Revise