1. Have a Executive Summary for people in company which do not have time and interest to read full technical stuff.
2. Things not to include
   1. DO NOT include pages and pages of tool output. Instead grep the output from the tool’s output and include that part in the report.
   2. Use screenshot to make a point not show off meterpreter sessions. Just include the output of whoami
   3. If you want to include additional supporting documents then use a separate file for it. The readers who need details can go through the supporting documents.
   4. Refer back to the objective before including any docs in the file. The docs should be relevant to the objective.
3. Don’t make spelling mistakes. Their != There. Your != You’re