

1. Say who is acting

Passive voice reveals sloppy research (you don't know who acted) or hides accountability (you don't want to say who acted).
A text should be written in active voice.

Authors should write in active voice.

2. Replace uncommon words

You compose a document for readers, not against them. Employ words they can effortlessly comprehend.
You write a text for readers, not against them. Use words they can easily understand.

3. Split relative clauses

We use less than 3 lines per sentence and split, as soon as we start a relative clause, the sentence into several sentences.
We use less than 3 lines per sentence. As soon as we start a relative clause, we split the sentence into two.

W R I T I N G W E L L

No one just writes a good technical text. You write a mediocre one and then edit it, until it's good. Here are suggested editing steps.

4. Delete empty words

Actually, you can basically remove filler words without losing any meaning.
You can remove filler words without losing meaning.

5. Replace adjectives with verbs

Adjectives seem to make texts snappy, but in reality they make texts long-winded and stale.
Adjectives seem to spice texts up, but in reality they bog texts down.

6. Engage with your examples

Would you rather read about 2 neighbors trying to purchase a hammer with your product?
Would you rather read about Doc Brown and Marty trying to purchase a flux capacitor with your product?

