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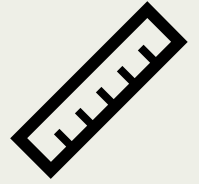
Diagnostic Debriefing: 1/22

Cause for concern... not alarm.



I enjoyed the content and nothing was too alarming. I observed the typical week one errors and issues.

Fun with formatting



Going forward, select single spacing and do not indent when you start new paragraphs.

There should be significant space between paragraphs though.

More fun with formatting...



Avoid gigantic paragraphs!

*Healthy paragraphs are in the 5-7 sentence range.

*If you are approaching the double digits, consider omitting content or breaking it up.

Fun with font and formatting



- *Use Times or Calibri.
- *10-14 point font is the acceptable range.
- *Do not hesitate to include a bullet point list.
- *Media and Design elements should be subtle.

The numbers game



Make a habit of spelling single digits and expressing double digits and beyond numerically.

There are exceptions:

- *Percent 3%

- *Ranges like 5-9

Just say no to contractions.



Contractions are shorthand for spoken communication: don't, can't, isn't...

Keep them out of formal writing unless you are quoting a source directly.

Conjunction junction, what is your function?

Conjunctions should be used to join ideas and clauses within a sentence. They do not belong at the beginning of a sentence. Examples include:

And but, or, because...



TRANSITIONS



Transitions serve as a bridge from one idea to the next.

- *They are one of the best ways to improve overall readability for clear and concise communication.

- *They have many roles...

TIME ORDER TRANSITIONS



*first

*next

*to begin

*after

*in closing

CAUSE AND EFFECT TRANSITIONS



*As a result

*Consequently

*Therefor

*Thus

*Since



COMPARE & CONTRAST TRANSITIONS



- *Similarly

- *On a similar note

- *Much like

- *On the contrary

- *However

Definition and Example Transitions



- *For example

- *For instance

- *Take for instance

- *To illustrate

- *In this case

Emphatic Transitions



*Indeed

*In this case

*In fact

*Obviously

*In particular

Avoid filler and placeholders



Some words can be used temporarily on a draft:

- * Things
- * Stuff
- * A lot
- * Okay
- * Kid
- * Very

You want to revisit and replace these words before final submission.

We want to be more direct and concise.



Avoid wordiness:

*Due to the fact that

*Watch over

*In the month of

* This day and age

*Make sure that

*Make preparations

Be more literal...not figurative



Avoid cliches like...

*Like pulling teeth

*Right off the bat

*Some real headaches

*Pain in the ass/neck/butt

*Busy as a bee

*Wear many hats

*In the nick of time

*The whole nine yards

Be formal instead of folksy or casual.



Fine in conversation but too informal:

*little bit

*kiddos

*whole lot of

*itty bitty

*back in the day

*nowadays

*guy

*pig pen

*yesteryear

*bunch of

*messed up

This may seem obvious...



...avoid anything that is crude, vulgar or insulting.

- *be a dick about it

- *crappy

- *bums

- *bratty kids

