



REFLECTIONS ON THE CRAFT OF CLEAR WRITING

- WHAT IS CLEAR WRITING?
- THE INFORMAL POLL
- THREE PET PEEVES: PROBLEMS, REASONS, AND REMEDIES
 - Pet Peeve 1: Foggy Writing
 - Pet Peeve 2: Read My Mind
 - Pet Peeve 3: Story, Story, What's the Story?
- Clear Writing Recipes: Advice from the Reviewers
 - The Hook: Creating a Tasty Appetizer
 - Creating Coherence and Cohesion: Knowing Your Ingredients
 - Getting to the Core: Embracing the Lean Cuisine Approach
- CONCLUDING THOUGHTS