

HOW TO WRITE GOOD

1. Avoid alliterations. Always.
2. Prepositions are not words to end sentences with.
3. Avoid clichés like the plague. They're old hat.
4. Comparisons are as bad as clichés.
5. Be more or less specific.
6. Writers should never generalize.

Seven: Be consistent!

8. Don't be redundant; don't use more words than necessary; it's highly superfluous.
9. Who needs rhetorical questions?
10. Exaggeration is a billion times worse than understatement.