HOW TO WRITE WELL

1. Always avoid alliterations.
2. Prepositions are not words to end sentences with.
3. Be consistent.
4. Avoid clichés like the plague. They’re old hat.
5. Employ the vernacular.
6. Eschew ampersands & abbreviations etc.
7. Parenthetical remarks (however relevant) are unnecessary.
8. It is wrong to ever split an infinitive.
9. Contractions aren’t necessary.
10. Foreign words and phrases are not apropos.
11. One should never generalize.
12. Eliminate quotations. As Ralph Waldo Emerson once said, “I hate quotations. Tell me what you know.”
13. Many experts often advise against weasel words.
14. Comparisons are as bad as clichés.
15. Profanity sucks.
16. Be more or less specific.
17. Understatements are always best.
18. Exaggeration is a billion times worse than an understatement.
20. Analogies in writing are like feathers on a snake.
21. The passive voice is to be avoided.
22. Go around the barn at high noon to avoid colloquialisms.
23. Even if a mixed metaphor sings, it should be derailed.
24. Who needs rhetorical questions?
25. Don’t be redundant; don’t use more words than necessary; it’s highly superfluous.