

HOW TO WRITE WELL

1. *Always avoid alliterations.*
2. *Prepositions are not words to end sentences with.*
- III. *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.*
19. *One word sentences? Eliminate.*
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.*