Effective writing is clear.

When the writing is clear, the writer has composed sentences that work together to communicate meaning to an audience. The intended message is the message received. In order for writing to be clear, you need to keep a few guiding principles in mind.

Clear writing is specific.

Clear writing takes into account your audience and purpose when conveying ideas. The writer uses precise language that is accurate and appropriate. Keep your audience and purpose in mind, and tailor your message and word choice accordingly.

Clear writing is organized.

The words and sentences fit together like puzzle pieces. Readers are guided through the logical progression and development of an idea so that the words and sentences come together and communicate an idea that is easy to understand.

Clear writing is concise.

The writer uses only the number of words necessary to say what needs to be said. The writing is tight—no wasted words. The information is specific; words are precise, and every word matters—thus the sentences are clear.

For more information, listen to the Effective Writing Podcast on clear writing.