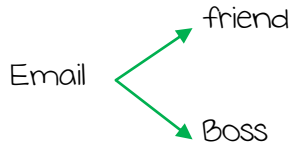


# Top tips for writing

## 1) genre // type of writing

Audience



Essay

business report

executive summary...

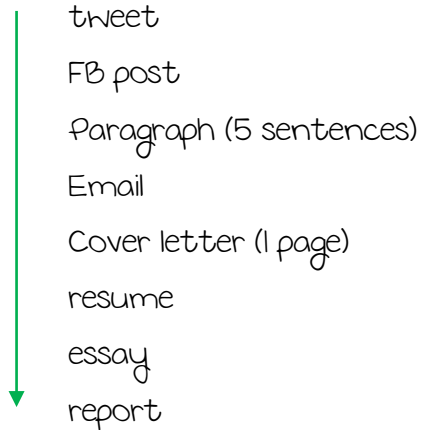
## 2) length expectations

concise

long ≠ better

(time // detail)

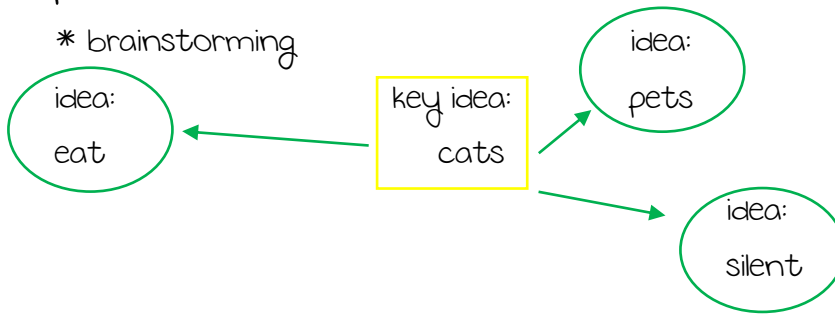
short



long

### 3) plan

\* brainstorming



\* list main idea: cat

- 
- 
- 
- 

\* Thesis: Cats are better than dogs

Main idea 1

cleaner (lick themselves/stay indoors)

Main idea 2

apartment (quite, smaller)

### 4) Formal

VS

informal

Audience

Work / Professional

Strangers

Academic/school

Essay / cover letter

report / email to customer

friends

kids

social media

postcard / text message / IM

email to a friend / card...

contractions

swear words

exaggeration words

text words

lol  
b4  
LMAO

Very  
Really  
totally

Vocabulary choice

ie: lots VS many, cheers VS regards, sorry VS apologize...

[longer → often more formal]

→ Latin based

Sentence choice

Simple, very short sentences

VS

longer dependent clauses

### 5) Vocabulary and Sentence variety

- use of synonyms\*

- different length

- different tenses

- different structures

\* Sales have increased. They have increased for many reasons. The increase is because people increasingly like spending money.