KT Writing: Style Tips

USE CLEAR LANGUAGE (simple, plain, direct)
• If you must use research or medical jargon, define it in simple terms.
• Relate to your reader. Don’t disappear from the story. Use an active voice and personal pronouns like “we”; “us”; “you”.
• Repeat yourself. Be consistent with language and use the same terminology throughout your document.
• Use a question and answer format.
• Round numbers up or down so they’re easier to remember (“25%” or “a quarter” not “23.5%”).
• Only use acronyms when it will be useful for your reader learn them.

BE INTERESTING (not boring)
• Get to the point fast.
• Use messages to explain what the results mean for the reader and their work. This means that your messages will change for different audiences.
• Use visuals (graphics, charts) to help explain your findings. Captions are an essential part of visuals - use them to clearly explain in words what the visual shows.
• Use evocative examples and analogies. Examples help readers understand and remember what they’ve read.
• Limit messages to 3-4 bullets. Repeat and reinforce them throughout the document.
• Use statistics as examples to support messages. Statistics aren’t messages in themselves.
• Focus on solutions and remind your reader that the situation isn’t hopeless.