Writing For The General Public

How Writing For The Public Is Different From Writing For Professionals

<table>
<thead>
<tr>
<th>Professionals</th>
<th>General Public</th>
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<td><strong>Goal</strong></td>
<td>Persuade, argue</td>
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<td><strong>Scope</strong></td>
<td>Comprehensive</td>
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<td><strong>Documentation</strong></td>
<td>Extensive, specific</td>
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<tr>
<td><strong>Length</strong></td>
<td>More is better</td>
</tr>
<tr>
<td><strong>Writing style</strong></td>
<td>Formal, scholarly</td>
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Writing tips for your blog posts, handouts and brief articles:

- Keep it short and direct: 500-700 words
- Use conversational tone; personalize it
- Make it visually easy on the eyes - white space, headings, sub-headings, bullets
- Write with energy: action verbs, imagery, varied sentence length and style. Make every word count
- Include a call to action – What should the reader do next? – No more than 4 tips
- Use excellent spelling and grammar
- Edit, edit, edit
- Read your work aloud
- Write your headline last – Make it strong, compelling and include keywords
- Include your contact info

Online resources for effective writing techniques:

Purdue Online Writing Lab (OWL) owl.english.purdue.edu/owl/
U. of Pennsylvania – Editing Tips for Effective Writing sas.upenn.edu/irp/editing-tips-effective-writing

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