

## Writing Tips For True North Resilience Contributors

Keep the following tips in mind when writing for True North Resilience magazine:

### **Do:**

1. Use clear, concise language. Mark Twain said: “Clear writing is a sign of clear thinking.”
2. Write in the active voice. This means you emphasize the subject rather than the object of a sentence. Example:
  - The teacher scolded the student. (active)
  - The student was scolded by the teacher. (passive)
3. Avoid long sentences. Write in short sentences of no more than nine words. Remember, the “period” is your friend.
4. Spell out acronyms on the first mention. Example: Royal Canadian Mounted Police (RCMP). Avoid unusual acronyms, and don’t assume readers know what the acronym means.
5. Break up paragraphs. The shorter, the better. Typically, a paragraph should be no longer than four lines of text. Don’t be afraid to hit the “enter” button on your keyboard.
6. Use numbers and data only when they support your message. Avoid bogging articles down with too many statistics, figures, and numbers.
7. Provide photographs, charts and graphics that can be added to your article to make it visually appealing.

### **Don’t:**

1. Use long, run-on sentences. Write sentences of varied lengths.
2. Assume the reader knows as much as you on the subject you’re writing about. Think of yourself as a teacher and explain the points you want to get across.
3. Use a lot of jargon. The jargon is unlikely to be familiar to readers and can cause confusion. Also avoid slang.
4. Mix your tenses. Avoid writing in both the present and past tenses. Whenever possible, write in the present tense.
5. Avoid repetition. Don’t repeat the same words or phrases too many times. Be precise.
6. Plagiarize. Whenever possible, cite the source for a quote, statistic or fact you are using to support your argument or what you are saying. Give credit where credit is due.
7. Fail to review your work. Carefully read what you’ve written and edit your article before submitting it. Check for spelling, grammar and punctuation.