

Writing Tips

Keep your paragraphs short. The average paragraph is 42 words, but 30–word and 60–word paragraphs are okay. Readers are likely to skim or skip long paragraphs. Jon Ziomek, a professor at the Medill School of Journalism, suggests that your paragraph contain—

- 1 main thought, expressed in
- 2 to 3 short sentences, taking up no more than
- 4 to 5 lines on the page.

Keep your average sentence length to 14 words so readers can understand them.

The lead in an article should be short, no more than 25 words.

Keep your words short, too. Try to use only 2–3 syllable words. For example, try “use” instead of “utilize.”

People read at 200 words per minute, so if they only have two minutes to read your information, you should only write 400 words.

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