**Write Simple Sentences**

1.  Create sentences using carefully chosen subjects and strong verbs to express your central meaning.

2.  Omit needless words and empty phrases such as "the fact that," "it should be noted that," and "it is interesting that"

3.  Use definite, specific, and precise language, avoid overuse of figurative language and technical jargon.  Scientific terminology carries specific meanings - use it appropriately and consistently.

4.  Choose a familiar term instead of a technical or obscure term.  The more familiar term is preferable when it doesn't reduce precision.

5.  Use quantitative rather than qualitative descriptions whenever possible.

6.  Use the active voice and active constructions as much as possible, the passive voice only sparingly.

7.  Keep related words together. Subjects should be close to their verbs, modifiers near the words they modify.

8.  Express parallel ideas in parallel form.  Parallel ideas are ideas equal in logic and importance.

9.  Include only interesting and noteworthy information.

10. Write simple and direct sentences.  English is easiest to understand that way.