



Your guru guide to better writing



Start with the right foundation

- Look at examples and consider what works and what doesn't.
- Check any requirements that you must take into account and plan ahead.
- Create a picture in your mind of your potential reader and adapt your writing accordingly.
- Set up the right formatting for a neat and consistent look.



Keep your readers interested

- Think carefully about what you include and exclude and show your enthusiasm.
- Use headings to guide your reader.
- Check that your text is easy to read and flows logically.
- Use words with a suitable tone and keep it simple.
- Use visuals (figures, tables, graphs, infographics) to break up text and to keep it interesting.



Write like a pro and avoid errors

- Get all the nitty gritty details right, from basic grammar to the ins and outs of punctuation.
- Follow the right rules for UK or US English.
- Watch out for key obstacles if English is not your first language.
- Use AI tools when it makes sense – and do so responsibly.



Ace every aspect of academic writing

- Use the different tenses correctly.
- Transcribe or translate material sensibly and context-friendly.
- Use the active voice as far as possible.
- Follow the correct referencing style, consistently.



Finalise your text for editing

- Ask yourself a few key questions, such as whether all the vital information is there.
- Check for repetition and logical flow.
- Read everything through.

Follow the roadmap to quality content and enjoy the journey!



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