• Keep it simple while telling a coherent, compelling story.
• Use minimalism to achieve clarity.
• Decide on your paper’s theme and two or three points you want every reader to remember. This theme and these points form the single thread that runs through your piece.
• Limit each paragraph to a single message.
• Don’t slow the reader down—don’t break the flow of thought.
• Choose concrete language and examples.
• Read your work aloud to yourself.
• Trust yourself when all men doubt you, but make allowance for their doubting too.
• Try to write the best version of your paper: the one you like. You can’t please an anonymous reader, but you should be able to please yourself.
• Make your writing lively and easier to understand.