

- **Know your readers:** As a writer you must realise that the reader fails to understand the writer when the writer fails to understand the readers. Thus always have a clear picture of the people you are writing for. The intended readers will determine the contents and the form of writing.
- **Outline:** Good writing is the result of a well-prepared outline of material you intend to present.
- **Clarity:** While writing for extension education you should be very clear about what you want to communicate. The message should be presented in such a way that the intended readers could easily understand it.
- **Conciseness:** Try to be as brief and comprehensive as possible. Avoid giving unnecessary details. Stop writing when the message is completed. Remove unnecessary words, phrases, sentences, and paragraphs if the meanings are not disturbed. Don't elaborate the obvious.
- **Completeness:** The message should be complete in all respects. Don't miss anything, which your intended readers may wish to read or you may feel appropriate for your readers.
- **Correctness:** The message should be free from all types of errors and omissions. It should be technically correct. Any technical mistake in the message will be damaging the credibility of the writer in the eyes of the readers.
- **Courtesy:** Try to be courteous in your writing style. Use pleasing words and tone to convey your message. Let your writing show that you are friendly and very polite with your readers.
- **Write to express:** Write to express your thoughts not to impress your readers.
- **Simplicity:** Use simple words and short sentences. Always keep in view the educational and mental level of the intended readers. Difficult and technical terms should be avoided as far as possible.

- **Force and beauty:** Force and beauty in writing comes through the most appropriate choice of words and through proper arrangement of thoughts. Ideas supported with evidence and data are likely to make the writing forceful.
- **Use a natural style:** Your writing style should make the readers feel as if you are talking to them. Use personal words.
- **Logical sequence:** Put the ideas in logical sequence. This will make it easier for the reader to move from one idea to the next. This will also make sense for the reader.
- **Paragraphing:** A paragraph is a unit of thought. Try to put different thoughts in separate paragraphs. Present key information concisely in the lead and in the concluding paragraphs. Use short paragraphs, this will make your writing interesting and readable.
- **Headings:** Clarify the contents by using headings, sub-headings, and sub-sub-headings.
- **Punctuation:** Use punctuations especially when there is likelihood that the message may be misunderstood.
- **Attraction:** Make your writing attractive. Use title, which attracts the readers. You may use different colours, fonts, and diagrams for this purpose.
- **Be your own editor:** Edit the first draft to eliminate unnecessary items and to add something new, if it is essential.
- **Newness:** Always try to be informative. Don't tell your readers something they already know.