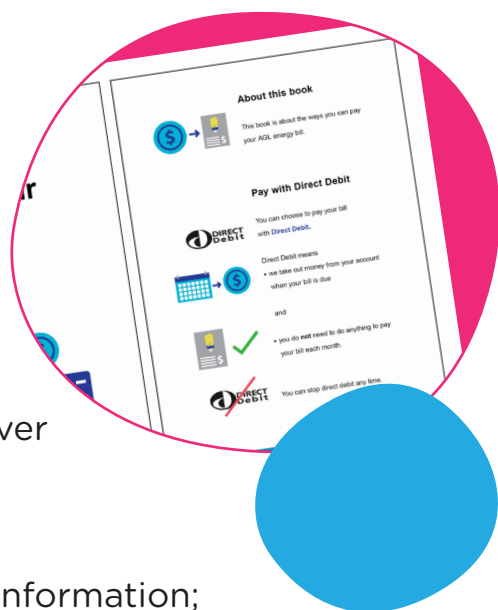


Easy English Top Tips



1.

Know your audience and their needs – this helps to identify the need for plain language vs. Easy English (or both) and helps to make your writing more direct. Never write for two audiences in one document.

2.

Focus on ‘need to know’ vs. ‘nice to know’ information; internally-focused information like ‘our mission’, ‘our achievements’ and ‘a message from our CEO’ can be deleted or re-written in a way that is meaningful to the reader. Focus on what the reader needs to know and what they need to do.

3.

Move the most important information to the beginning of your document.

4.

Shorten words, sentences and the overall length of your documents, and include clear headings throughout – people are time poor and want to find information they need quickly.

5.

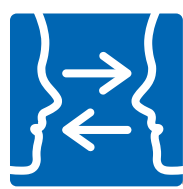
Always include a call to action, contact information and a link to the original document in case people want to find more information.

For more information about Easy English contact **Scope’s Accessible Information experts today.**

 1300 4 72673

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