

Writing Tips

Paragraph Length

Keep your paragraphs short. The average paragraph is 42 words, but 30–word and 60–word paragraphs are okay. Readers are likely to skim or skip long paragraphs. It’s been said that your paragraph should contain—

- 1 main thought, expressed in
- 2 to 3 short sentences, taking up no more than
- 4 to 5 lines on the page.

Sentence Length

Keep your average sentence length to 14 words so readers can understand them.

Article Lead

The lead in an article should be short, no more than 25 words.

Words

Keep your words short, too. Try to use only 2–3 syllable words. For example, try “use” instead of “utilize.”

Reading Speed

People read at 200 words per minute, so if they only have two minutes to read your information, you should only write 400 words.

For More Information

Please contact me at 912–547–1617 or shannon@shannonganun.com if you have any questions or need further information. I look forward to working with you to promote your company and tell your story.



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