

Principles of effective writing

- 1** Think of each writing project as a form of stakeholder management. Your stakeholders might include co-authors, reviewers, editors, proofreaders, indexers, publishers, and readers. The greatest of these are your readers.
- 2** Think of writing as a cyclical set of processes – for example, planning, drafting, editing, proofreading, and presenting.
- 3** Avoid worrying about everything at once: decide what you're going to worry about when by assigning each concern (e.g. style, paragraphing, referencing) to just one of the above processes (e.g. 'I'll worry about spelling when I'm proofreading').
- 4** When drafting, focus on quantity (that is, merely producing text quickly): you can worry about quality during the other processes.
- 5** Whilst editing, proofreading, and presenting, focus on your readers: how can you help them to access, understand, and appreciate your work?

This resource is published as the twenty-third in the Writing Protocols series.

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Resources

Frank Smith, *Writing and the writer* 2nd edn (Routledge, 1994)

Mike Sharples, *How we write: writing as creative design* (Routledge, 1999)

Whilst drafting, use the following from the Writing Protocols series: 'Writing productively', 'Editing your work', and 'Writing scorecard' (respectively nos 2, 7, and 20).

About Frontinus

We help engineers with bids, presentations, papers, reports, and publications.

Our services include:

- consultancy
- training and mentoring
- editing and writing
- publishing

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