Plain English toolkit
1. Start with your customer

As a...

I want to...

so I can...
2. Self editing

• “Kill your darlings, kill your darlings, even when it breaks your egocentric little scribbler's heart, kill your darlings.”
  – Stephen King

• “If it is possible to cut a word out, always cut it out.”
  – George Orwell
3. Hemingway app

www.hemingwayapp.com
4. Pair writing

One person is the main writer, the other is the editor / devil’s advocate:

- Who is the target audience?
- Is this the best angle?
- Is the most important information at the top?
- What do you mean by this?
- Is there a simpler way to say this?