

HOW TO WRITE GOOD

- Avoid alliteration. Always.
- Prepositions are not words to end sentences with.
- Avoid clichés like the plague. They're old hat.
- Comparisons are as bad as clichés.
- Be more or less specific.
- Writers should never generalize.
- Be consistent!
- Don't be redundant; don't use more words than necessary; it's highly superfluous.
- Who needs rhetorical questions?
- Exaggeration is a billion times worse than understatement.