

Conversational Writing Checklist



- Speak directly to your reader. How? (1) Write for One Person—When you write, imagine you're talking to one person. (2) Use the second person, "You," voice.
- Get rid of formal sounding (robotic) writing. How? (1) Write the way you talk by dictating your thoughts as a first draft and taking note of particular expressions and words you use. (2) Read your work aloud to detect parts you need to improve. (3) Use contractions because they're easier to pronounce.
- Make your writing clear by using the active voice and checking it for readability. You can highlight the passive sentences in your writing using an online editor like the [Hemingway App](#) or using Microsoft Word's Readability Statistics.
- Choose relatable words. Replace inflated words, like cognizant or utilize, that sound academic or superior with simpler words. Eliminate jargon, those in-group terms, or provide a simple explanation of what the terms mean. Replace gobbledygook, overused catchphrases, with feel-good meaningful words.
- Vary the reading pace. Break up ultra-long sentences. Combine short sentences when you have too many. And use sentence length variety: ultra-short sentences, sentence fragments, and single words.
- Use transitions and try different sentence structures to create flow.
- Involve your reader in the conversation by adding questions and pauses.
- Start a sentence with a coordinating conjunction (FANBOYS), end with a preposition, and add an interjection to break the formality.
- Add a personal touch to your writing with an anecdote.
- Use an aside to share a secret and add a bit of humor.