

VANCOUVER, BC, September 20, 2013 /**24-7PressRelease**/ -- A few basic DOs and DON'Ts to consider when you write your next report/press release/web copy, etc.

### DO:

1. **Be concise.** Avoid redundancies and delete any sentences that do not support your purpose or are not immediately relevant.2. **Write for your audience.** Understand who your readers will be and adjust tone and style accordingly.3.

**Proofread.**

4.

**Use plain language.**

Avoid technical/professional jargon and don't try to impress with long words or overly formal writing.5.

**Fact check - ensure names, facts and dates are correct.**

### DON'T:

1. **Use ampersands in prose.** If in doubt, always write out the word 'and', unless it is part of a company name or trade name.2.

**Hit 'Reply All'.** Never press 'send' on any email or text message without double-checking you are sending it to the desired recipient(s) - and only the desired recipient(s).3.

**Write numerals for numbers one to ten.**

Numbers less than 11 should be spelled out - 11 and above should be written as numerals:

*There were nine people on the team. The company has 97 employees.*

4.

**Use apostrophes with acronyms.**

Think what the acronym stands for and then ask if you would need an apostrophe. Generally, when 's' is added to an acronym it's a simple plural:

*CDs*

(compact discs) not

*CD's*

;

*FAQs*

(frequently asked questions) not

*FAQ's.*

5.

**Repeat the same word too often.**

Many writers have their favourite words - and love to use them, repeatedly. Ideally the same adjective or adverb should not be used more than two times on one page and never more than once in any one paragraph. Research effective alternatives.

### About Prompt Proofing

[Prompt Proofing](#) is based in Vancouver, BC, Canada and was officially launched in 2010 by a team of editing and writing professionals who have over 40 years of experience in the education, news media, public relations and recruitment fields. Prompt Proofing prides itself on affordable services delivered with fast turnaround times, without sacrificing quality or accuracy.

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