

# CREATING A SIMPLE STYLE GUIDE

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friendly writing | editing | proofreading

*Put together a handy checklist to give your writing a consistent feel.*

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**Step 1.** Decide on your tone of voice

**Step 2.** List formal titles (proper nouns) that you need to get right

**Step 3.** Decide how to express terms you use regularly

**Step 4.** Recognise jargon

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## 1. Decide on your tone of voice

**Think:** Who are you talking to? How much do they already know?

**Decide:** Who do you want to be? Example, chatty friend vs formal expert.

*Tip: Contracting verbs instantly makes them sound less formal.*

## 2. List formal titles (proper nouns) that you need to get right

**Note:** For example, government departments, titles, awards and qualifications, companies, organisations etc.

Ensure you clarify correct use of capitals and punctuation.

## 3. Decide how to express terms you use regularly

**Decide:** How are you going to express time, dates, numbers, notation such as per cent, percent or % etc.

**List:** We all have bogey words that we always have to think twice about – include those you use most regularly.

## 4. Recognise jargon

**Think:** Are there words or acronyms in your industry that you use every day but that might not be familiar to others?

**List:** Note down acronyms that should be in full at first use, or terms that need to be explained or reworded.

**That's it! You now have a simple style guide to keep your writing consistent.**