

**Sample. Not for use
without permission.**

Guiding Principles to Make Text Communicate & Zing

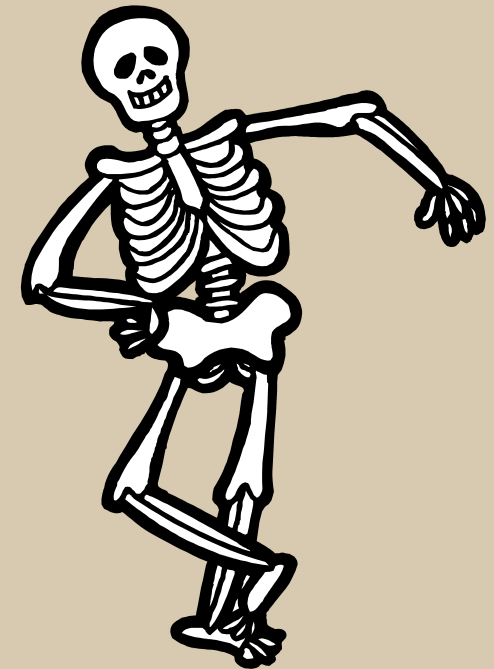
**Levine & Associates
Consultants for Marketing Communications
Los Angeles, California**

Subject + Verb + Object = Stable Sentence Skeleton

**Sample. Not for use
without permission.**

- A sentence is a delicate creature. Don't pile everything you know onto its bones.
 - Complicated, run-on, clause-laden sentences tend to be bad sentences.
 - Focus on simple S-V-O word order.

- If you find yourself mired in a mangled sentence, seek an escape!
 - Chop the sentence in two: Place a period.
 - Try something radical: Turn the sentence on its head.
 - Bail out! Abandon the sentence and start again.



Be a good Californian. Cut the fat.

- Say things once and say ‘em confidently.
- Don’t hedge. Just do it. Don’t announce your intentions: “In this letter I want to tell you how your portfolio is doing.” Just tell ‘em: “Your portfolio was ballistic this quarter.” It’s like standing next to the swimming pool and announcing, “Soon I will enter the pool.” Plunge in boldly. Writers attempt to protect themselves with hedging language like *many*, *several*, *most*, *often*, *some*. It doesn’t add safety, it only adds fat. Be a Good Californian! Write boldly.

**Sample. Not for use
without permission.**



Sample. Not for use
without permission.

Top Ten Most Common Grammatical Errors

Or, gee, I wish I had paid just a *little* bit
of attention in the seventh grade!

Ten most common grammatical errors

- Commas
- Colons / Semi-colons
- Active/Passive Voice in Verbs
- Compounds / Hyphens
- Pronouns / Antecedents
- Dangling Participles / Other Phrase Issues
- Punctuation in Quotations / Parentheses
- Pluralization / Possessives
- Verb Agreement
- Numbers / Ordinals

**Sample. Not for use
without permission.**