

YOUR ESSENTIAL CHECKLIST FOR PLAIN LANGUAGE IN GOVERNMENT

To help you in your Plain Language journey, check out our Essential Checklist for Plain Language in the Public Sector that is easily printable and shareable. Keep it by your desk and refer back to it whenever you need.

PART 1: PLAN

- Ask yourself: Why am I writing this? Explain your purpose, and be specific on the mission of your content.
- Understand your readers: To whom is your content speaking?
- Put yourself in their shoes: What challenges or opportunities are they facing?
- Determine what your readers want to hear: Try to preemptively answer your readers' questions.

PART 2: ORGANIZE

- Gather the relevant information you'll need.
- Identify key messages, but only keep what is absolutely necessary.

PART 3: WRITE

- Develop a subject line that grabs the reader's attention and is a short summary of your content.
- Arrange information in a logical order and determine the proper sequence.

PART 4: REVIEW

- Have a friend or colleagues read your piece and ask for feedback.
- Think back to your conversation questions: Have you answered your readers' questions?

PART 5: REPEAT

- Once this process becomes second nature for creating content, you will notice positive results in the form of less confusion, saved time and improved customer service.

For a deeper dive into the essential Plain Language steps, visit GovDelivery's blog series:
govdelivery.com/tag/plain-language-series.