

# E1 Ten principles of powerful writing

- 1 Think! Sloppy writing is the result of sloppy thinking
- 2 Powerful writing is rewriting, good rewriting is rereading
- 3 Take sufficient time for sufficient brainstorming
- 4 Be consistent: whatever referencing method, layout or writing style you use, use it consistently
- 5 Powerful writing requires managing the different roles in the writing process: inventor, researcher, writer, editor
- 6 The occasion defines the most appropriate writing form
- 7 Avoiding plagiarism is only possible if you understand what it is and why it is bad for you
- 8 Always reveal your sources
- 9 If your reader does not understand you, you have a problem: easy reading is hard writing
- 10 Mastering writing skills is nothing without contents, mastering contents without writing skills is not adequate either