



BASICS OF READABILITY

What it is and how to improve it



April 26, 2018
Samantha Enslen
Dragonfly Editorial

Readability

WHAT is it?

WHY is it important?

HOW is it measured?

HOW can we improve it?

With **WHAT** tools?



2

Readability

=

How **EASY** it is to read a piece of writing

3

Measured using grade levels

high



bad

low



good

4

The fathers of readability



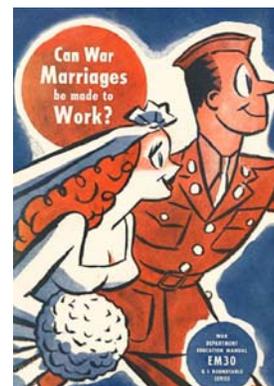
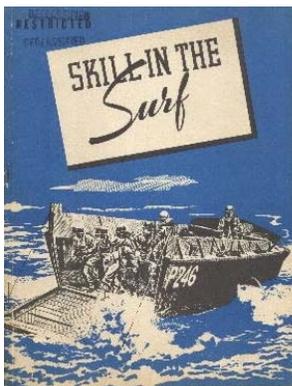
Fleish



Kincaid

5

Can people read our manuals?



6

Fleish-Kincaid Grade Level Readability

$$0.39 \left(\frac{\text{total words}}{\text{total sentences}} \right) + 11.8 \left(\frac{\text{total syllables}}{\text{total words}} \right) - 15.59$$

Fleish Reading Ease

$$206.835 - 1.015 \left(\frac{\text{total words}}{\text{total sentences}} \right) - 84.6 \left(\frac{\text{total syllables}}{\text{total words}} \right)$$

7

They assess

% short vs. long words

% short vs. long sentences



Text with shorter words and sentences



More readable

8



13th



2017 Instructions for Form 1099-MISC



Miscellaneous Income

Section references are to the Internal Revenue Code unless otherwise noted.

Future Developments
For the latest information about developments related to Form 1099-MISC, and its instructions, such as legislation enacted after they were published, go to www.irs.gov/irsupdates.

Reminders

- General instructions. In addition to these specific instructions, you should also use the 2017 General Instructions for Certain Information Returns. These general instructions include information about the following topics:
 - Who may file (nonresident/dependent-citizen FTBs and U.S. payors that report on Form(s) 1099 to satisfy their chapter 4 reporting requirements).
 - Where and when to file.
 - Electronic reporting requirements.
 - Corrected and void returns.
 - Statements to recipients.
 - Employer identification numbers.
 - Backup withholding.
 - The distribution of forms applicable for chapter 4 purposes that are referenced in these instructions.
 - Other general topics.

You can get the general instructions at www.irs.gov/irsupdates.

File date when nonemployee compensation payments are reported in box 7. P.L. 85-608, Division C, section 201, requires you file Form 1099-MISC if you are reporting nonemployee compensation payments in box 7 on or before January 31, 2018, using either paper or electronic filing procedures. For all other reported payments, file Form 1099-MISC by February 28, 2018, if you file on paper, or April 15, 2018, if you file electronically.

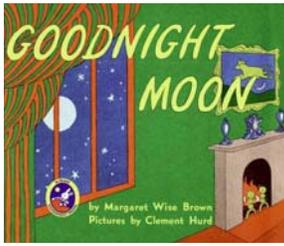
Specific Instructions

- 1. **Form (Box 1).**
- 2. **Business performed by someone who is not your employee (including parts and materials), (Box 7).**
- 3. **Prize and awards (see instructions for boxes 3 and 7).**
- 4. **Other income payments (Box 3).**
- 5. **Medical and health care payments (Box 6).**
- 6. **Crop insurance proceeds (Box 10).**
- 7. **Cash payments for bar or other receipts (see instructions for box 7).**
- 8. **Generally, the cash paid from a national principal contract to an individual, partnership, or estate (Box 3).**
- 9. **Payments to an attorney. See Payments to attorney, later.**
- 10. **Any failing boat proceeds (Box 5).**

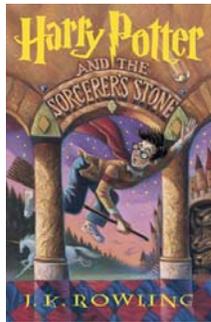
Oct 26, 2016 OIG No. 27982J

13.5-th

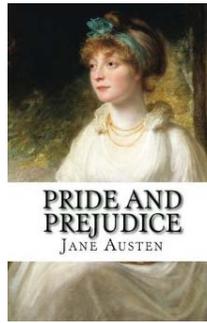




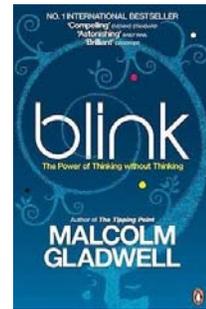
2nd



5th-7th



5th



9th

Readability goals

Flesch-Kincaid
grade
level
= 5th – 9th

Flesch
reading
ease
≥ 60

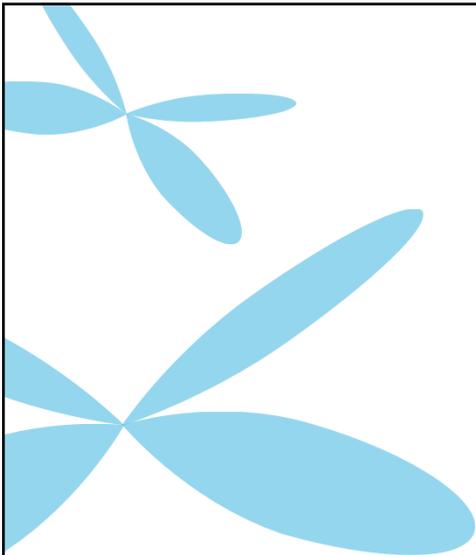
My takeaways

- Readability is largely based on word and sentence length
- Measured by grade level
- Goal is 5th to 9th



13

HOW DO YOU MEASURE IT?



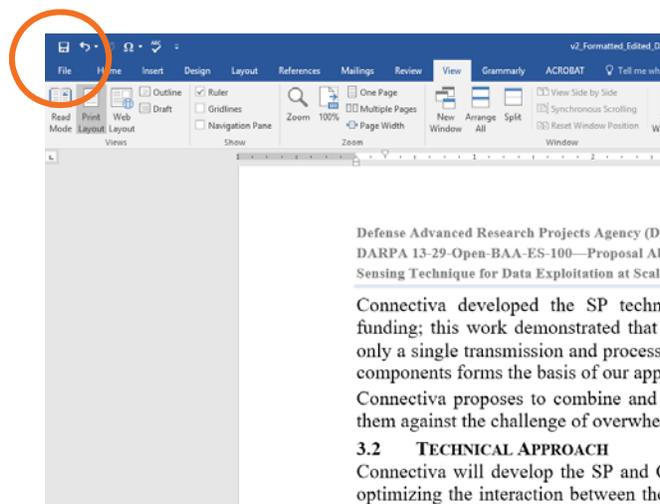
14

Microsoft Word



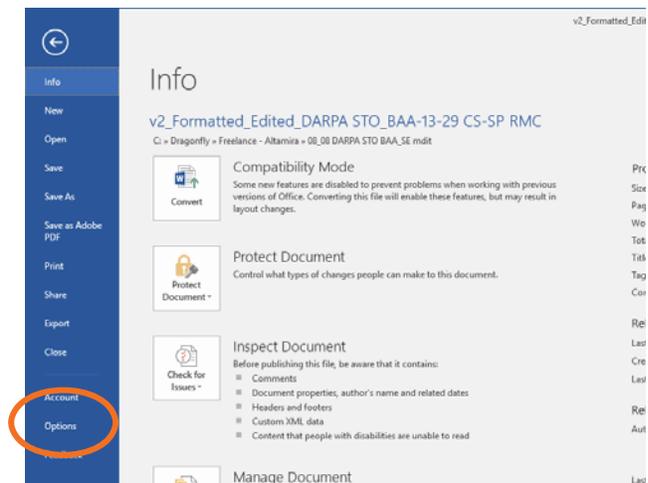
15

Turn on readability: File



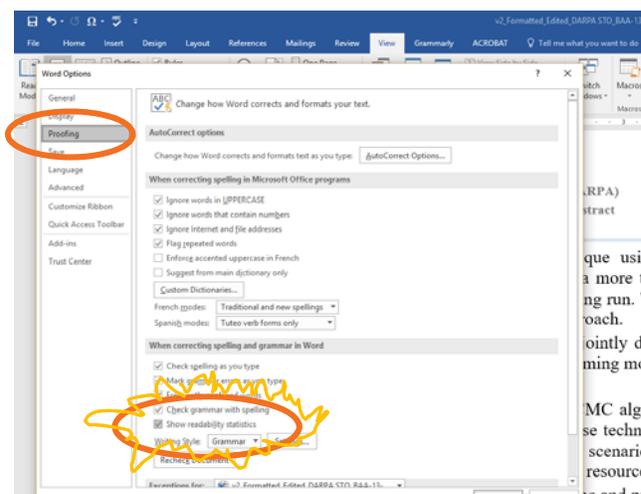
16

Options



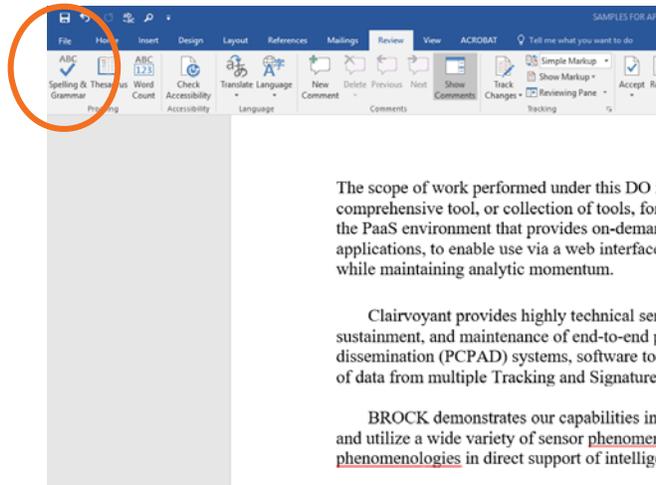
17

Proofing, Show readability stats



18

Run spellcheck



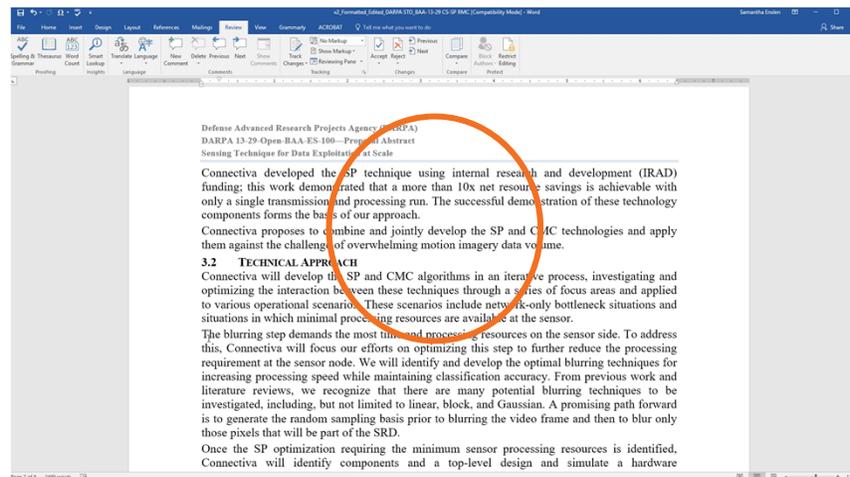
The scope of work performed under this DO is a comprehensive tool, or collection of tools, for the PaaS environment that provides on-demand applications, to enable use via a web interface while maintaining analytic momentum.

Clairvoyant provides highly technical ser sustainment, and maintenance of end-to-end p dissemination (PCPAD) systems, software tool of data from multiple Tracking and Signature

BROCK demonstrates our capabilities in and utilize a wide variety of sensor phenomen phenomenologies in direct support of intelligence

19

Get readability stats



20

Get readability stats

Readability Statistics	
Counts	
Words	111
Characters	600
Paragraphs	1
Sentences	5
Averages	
Sentences per Paragraph	5.0
Words per Sentence	22.2
Characters per Word	5.3
Readability	
Flesch Reading Ease	37.2
Flesch-Kincaid Grade Level	13.5
<input type="button" value="OK"/>	

21

Why is it important?

- Busy readers
- Distracted readers
- They don't *really* care about your content
- **But ... we still want to reach them**

22

Why is it important?

“If a reader can’t understand, the text
is essentially worthless.”

— John McIntyre, in Copyediting.com seminar *Choosing Your Battles*

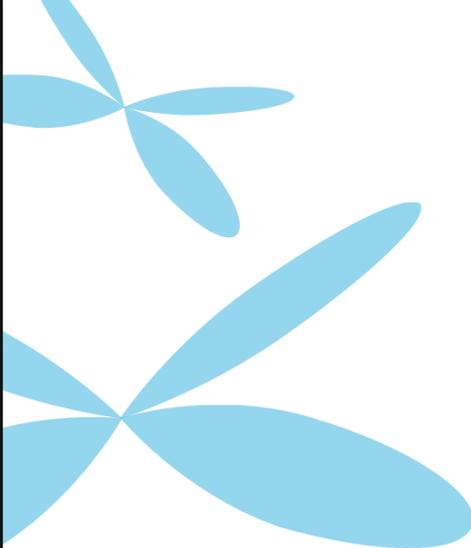


23

HOW TO IMPROVE READABILITY

- Choose words wisely
- Shrink sentences
- Ferret out funky phrases
- Pare down paragraphs
- Measure

24



CHOOSE WORDS WISELY



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25

Long vs. short

Instead of ...	Try ...
<ul style="list-style-type: none">• Accordingly• Facilitate• Immediately• Subsequently	<ul style="list-style-type: none">• So• Help• Now• Then



26

Complex vs. simple

Instead of ...

- Remuneration
- Liaise
- Terminate
- Utilize

Try ...

- Pay
- Meet
- End
- Use



27

Redundant vs. plain

Instead of ...

- Tired cliché
- Pre-planning
- Serious crisis
- Time period
- New innovations

Try ...

- Cliché
- Planning
- Crisis
- Period
- Innovations



28

Two words vs. one

Instead of ...

- Reason for
- Similar to
- Incumbent upon

Try ...

- Why
- Like
- Must



29

Three words vs. one

Instead of ...

- Take action to
- In conjunction with
- In order to

Try ...

- Do
- With
- To



30

Four words vs. one

Instead of ...

- Until such time as
- In the event that
- Have a need for
- Despite the fact that
- In a timely manner

Try ...

- Until
- If
- Need
- Although
- Promptly



31

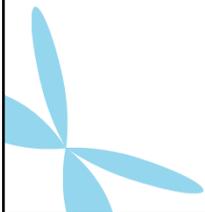
Vague vs. Specific

Instead of ...

- We provide end-to-end publishing services.
- We provide a holistic survey of your landscaping needs.

Try this ...

- We write, edit, and design books for independent authors.
- We help you choose plants that will flourish in your soil and your climate.



32

Acronyms vs. Real Words

- TRA will support USCR in running DPS 24x7.
- We will support you in running the DPS system 24 hours a day, 7 days a week.



33

Word choice affects readability

F-K grade level = 12.8

- Despite the fact that remuneration has not been handled in a timely manner, everyone will be compensated no later than Friday.

F-K grade level = 4.8

- Although pay has not been prompt, everyone will be paid by Friday.



34

Word choice affects readability

F-K grade level = 11.8

- The objective of this initiative is to increase competencies for all staff members in a substantial manner.

F-K grade level = 4.8

- This plan focuses on increasing the skills of our staff.

F-K grade level = 1.2

- This plan will help increase the skills of our staff.

35

Big caveat

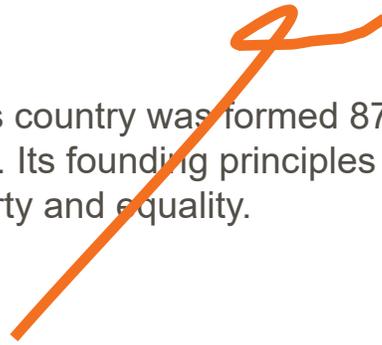


36

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.



This country was formed 87 years ago. Its founding principles were liberty and equality.

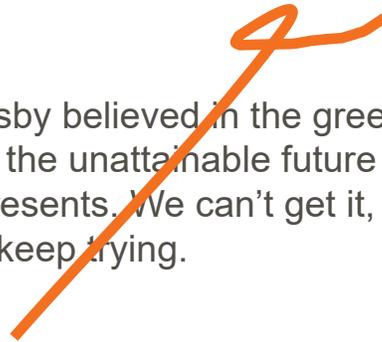


37

Gatsby believed in the green light, the orgiastic future that year by year recedes before us. It eluded us then, but that's no matter; tomorrow we will run faster, reach out our arms farther ...



Gatsby believed in the green light and the unattainable future it represents. We can't get it, but we will keep trying.



38

“Editing is not an exact science; it is an art guided by instinct and enhanced by training and the tools of the trade.”

— Mary J. Scroggins, in *Substance & Style: Instruction and Practice in Copyediting*



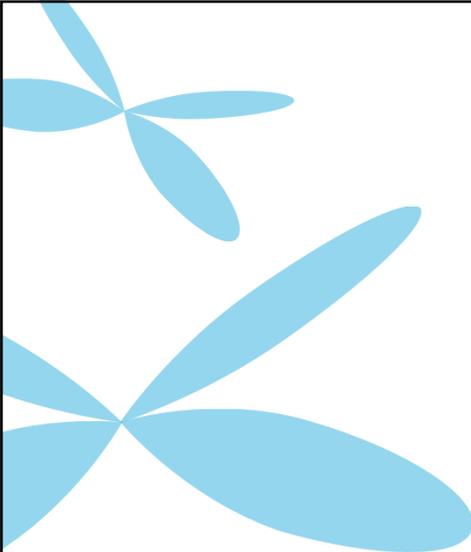
39

To do: Replace ...

- Many words with one
- Vague words with specific ones
- Acronyms with real words



40



SHRINK SENTENCES



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41



42



43



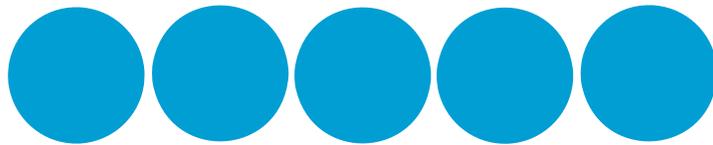
44

Readability goals

Ideal
avg. sentence
length
= 14 words

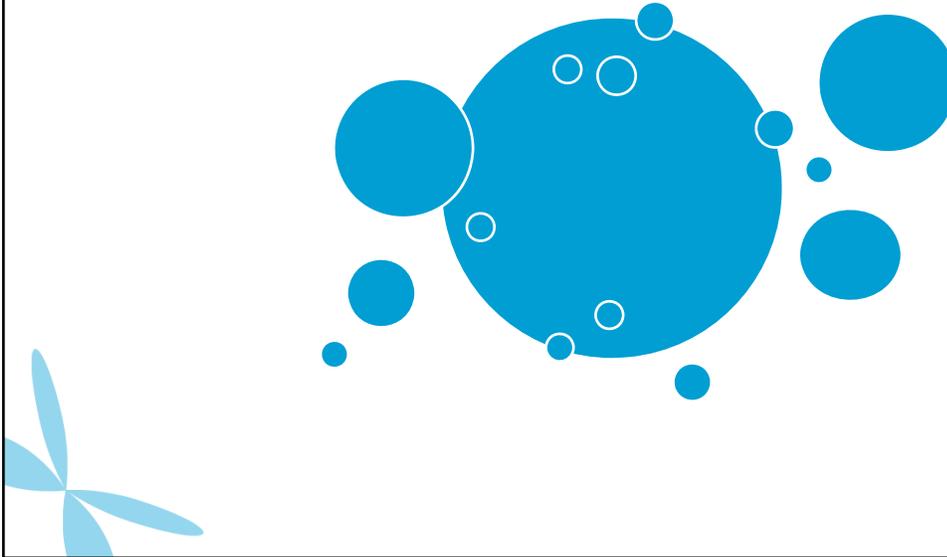
45

Not 14 words for **EACH** sentence



46

But a 14-word **AVERAGE**



47

Too long & too much

Bigglesworth & Co. maintains the world's largest and industry-leading network of nearly 200 offices in more than 30 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its hundreds of clients per year, across all industry sectors, small- and medium-sized enterprises, local, multinational and global companies.

- *Readability = 29.4*
- *# of words = 61*



48

A big mouthful

Klinger sales representatives can instantly check a customer's credit, quickly source the needed products within the company's global inventory, and ensure that the products are shipped to the customer on time, without having to "correct" a customer order when the day-old inventory report reveals a particular batch of printers is no longer in stock or available for shipping.

- *Readability = 27.5*
- *# words = 58*



49

Step 1: Break it up

Klinger sales representatives can instantly check a customer's credit, quickly source the needed products within the company's global inventory, and ensure that the products are shipped to the customer on time.

They no longer must "correct" a customer order when the day-old inventory report reveals a particular batch of printers is no longer in stock or available for shipping.

- *Readability = 15.6*



50

Step 2: Cut it Out

Klinger sales representatives can instantly check a customer's credit, **quickly** source the needed products within the company's global inventory, and ensure that the products are shipped **to the customer** on time.

They no longer must "correct" a **customer** order when **the** day-old inventory report reveals **a particular batch of printers is** no longer in stock or available for shipping.



51

Klinger sales representatives can instantly check a customer's credit, source the needed products within the company's global inventory, and ensure that the products are shipped on time.

They no longer must "correct" an order when day-old inventory reports reveal certain printers are no longer in stock or available for shipping.

- *Readability = 13.8*



52

Step 3: Bullet it Up

Klinger sales representatives can:

- Instantly check a customer's credit
- Source the needed products within the company's global inventory
- Ensure that the products are shipped on time.

They no longer must "correct" an order when day-old inventory reports reveal certain printers are no longer in stock or available for shipping.

- *Readability = 10.0*

53

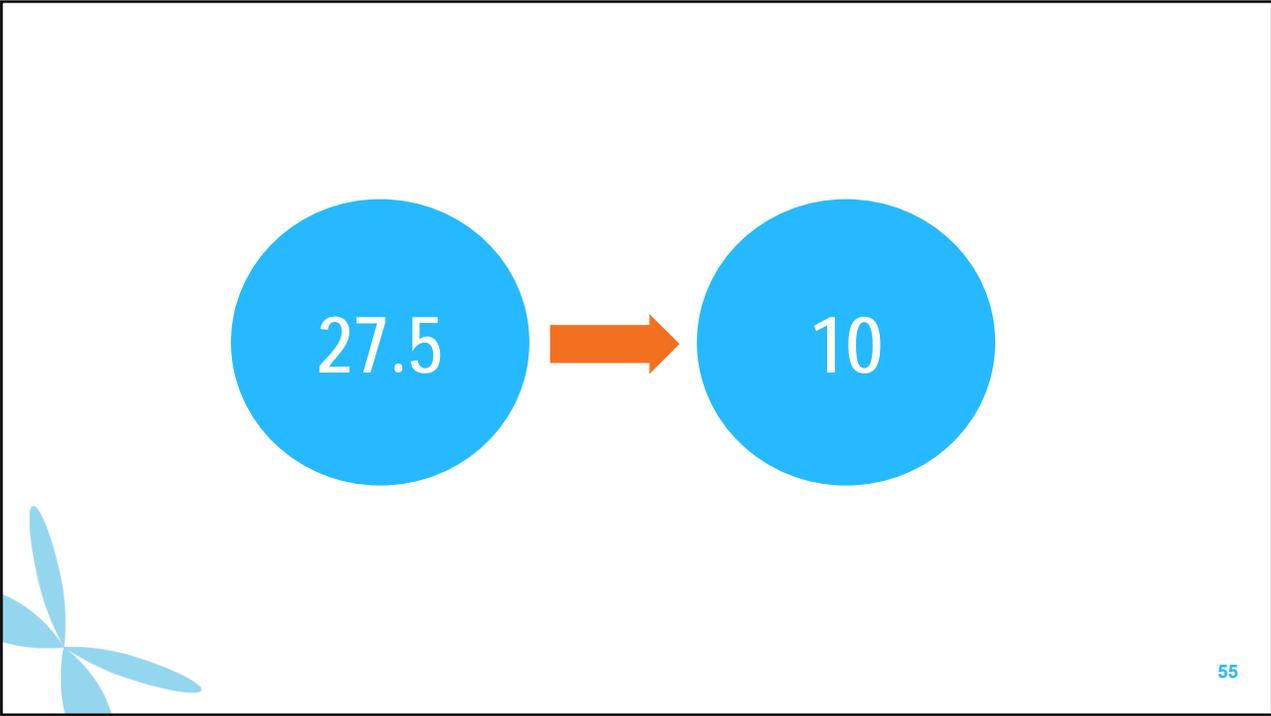
Klinger sales representatives can instantly check a customer's credit, quickly source the needed products within the company's global inventory, and ensure that the products are shipped to customer on time, without having to "correct" a customer order when the day-old inventory report reveals a particular batch of printers is no longer in stock or available for shipping.

Klinger sales representatives can:

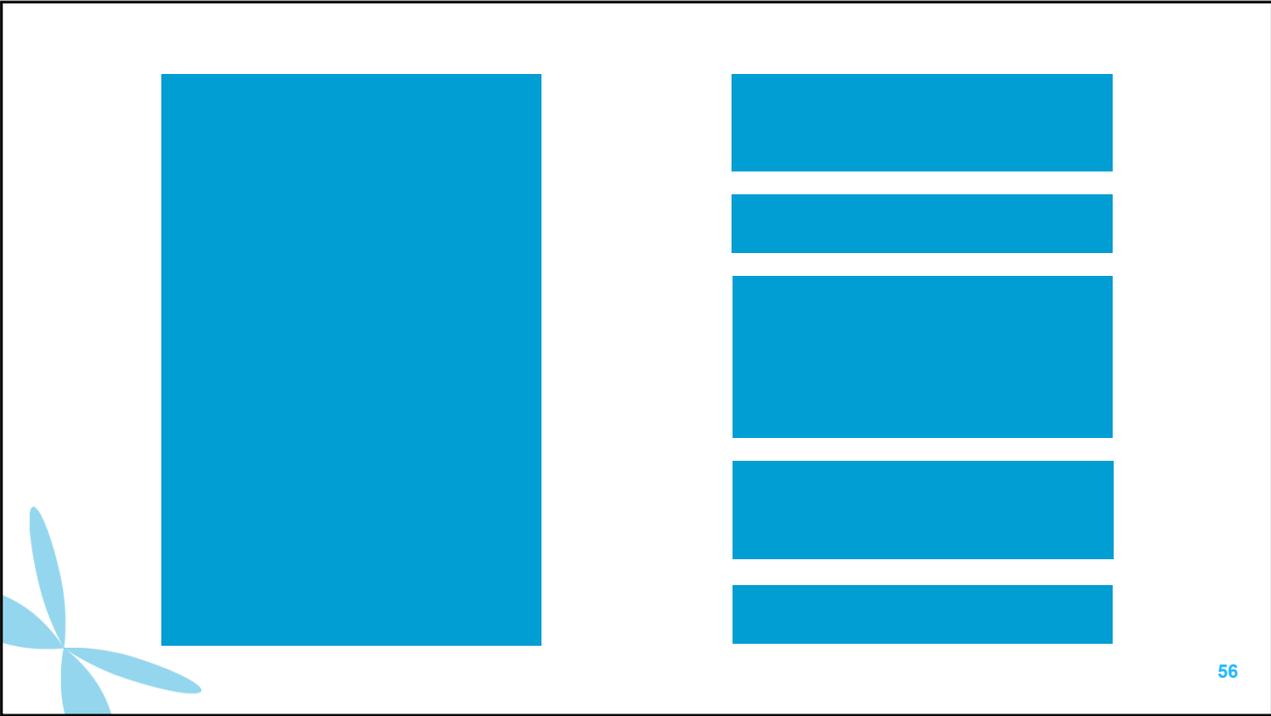
- Instantly check a customer's credit
- Source the needed products within the company's global inventory
- Ensure that the products are shipped on time.

They no longer must "correct" an order when day-old inventory reports reveal certain printers are no longer in stock or available for shipping.

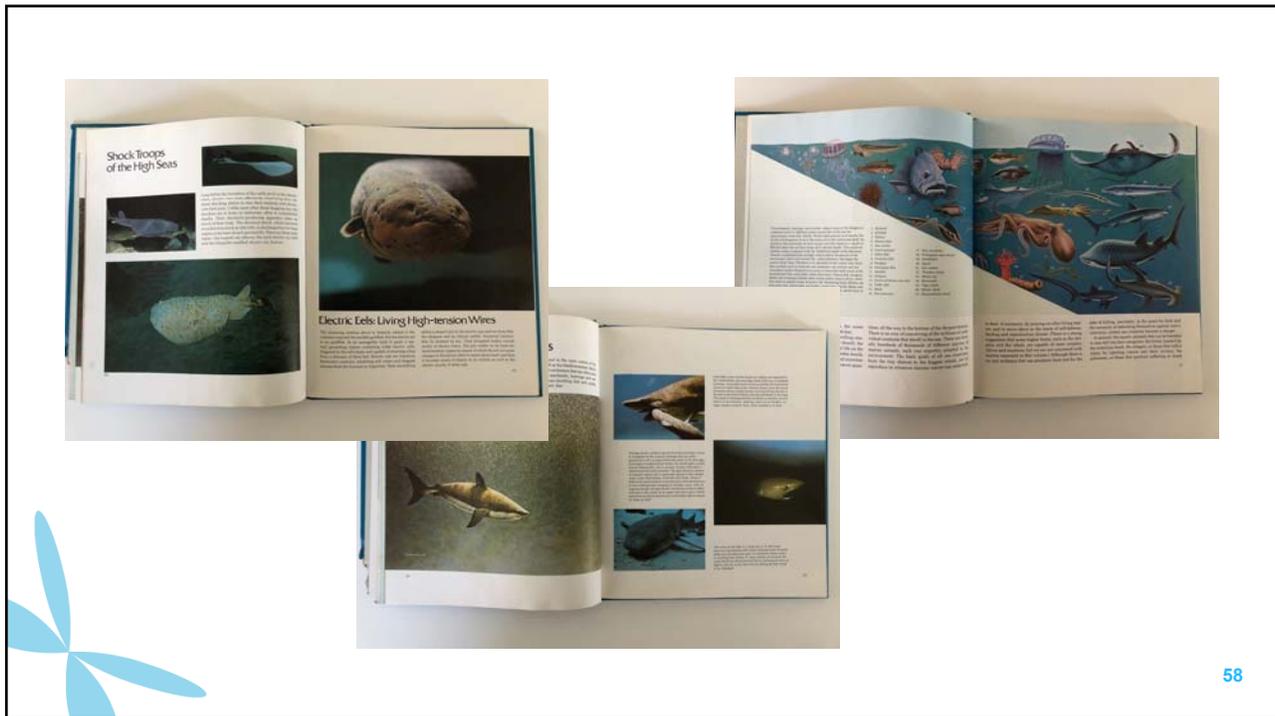
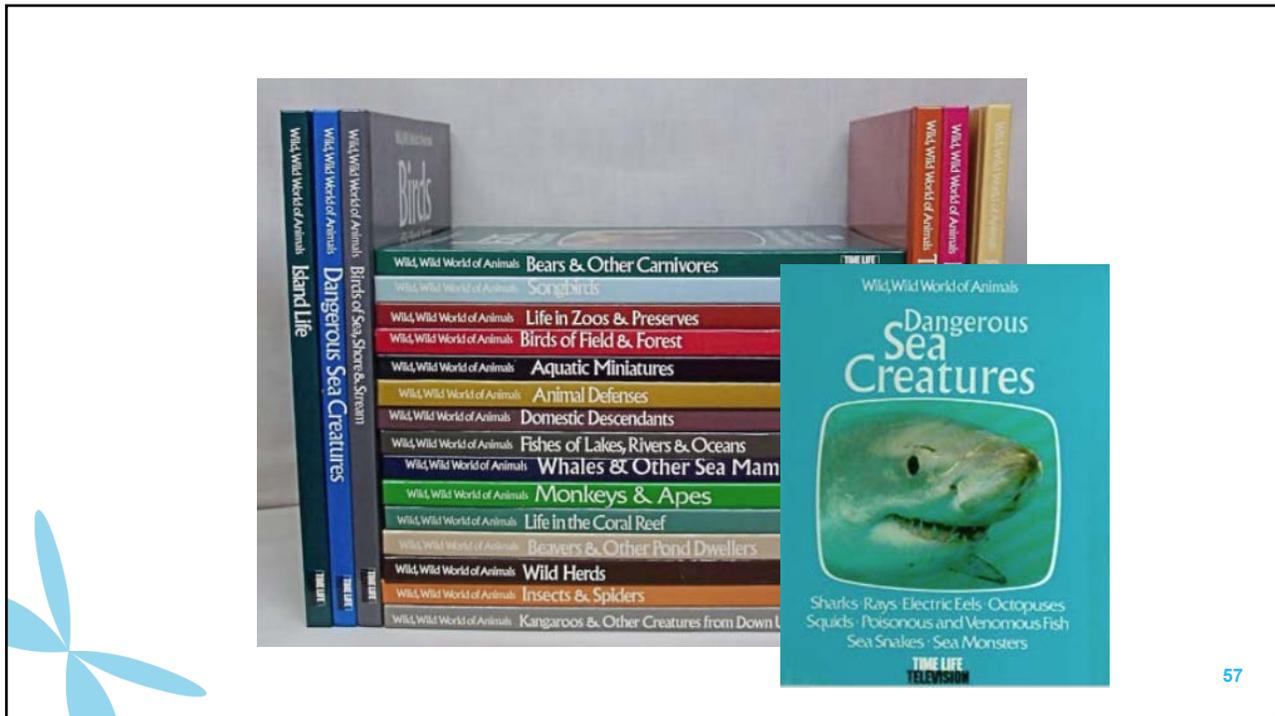
54

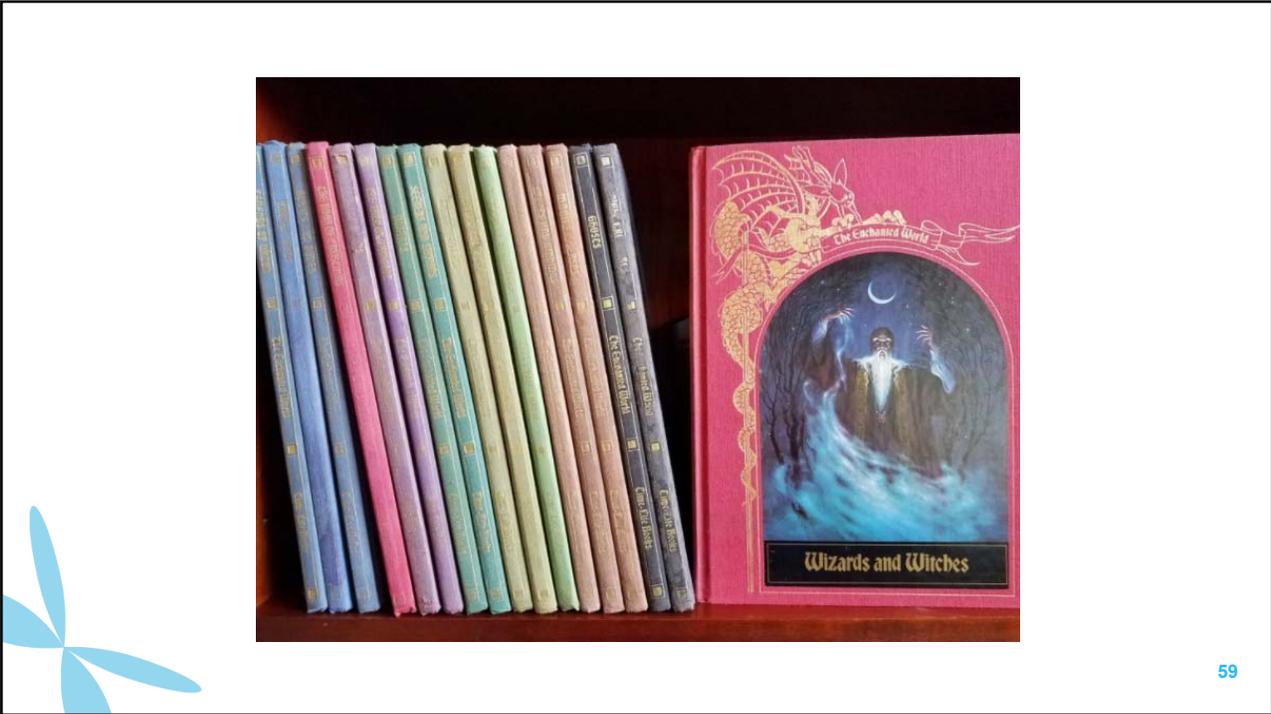


55



56





A provider-based clinic model dictates that outpatient facilities can operate under the auspices of the larger medical entity, which reduces overhead for the outpatient clinic while allowing for a separate facility fee to be billed – this holds strong revenue potential for the medical center; in turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

- *Readability = 19.3*

61

Step 1: Pull text into headers

A provider-based clinic model dictates that outpatient facilities can operate under the auspices of the larger medical entity, which reduces overhead for the outpatient clinic while allowing for a separate facility fee to be billed – this holds strong revenue potential for the medical center; in turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

62

Step 1: Pull text into headers

Benefits of a Provider-Based Clinic Model

In this model, outpatient facilities can operate under the auspices of the larger medical entity, which reduces overhead for the outpatient clinic while allowing for a separate facility fee to be billed – this holds strong revenue potential for the medical center; in turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

- *Readability = 18.3*

63

Step 2: Break it up

Benefits of a Provider-Based Clinic Model

In this model, outpatient facilities can operate under the auspices of the larger medical entity, | which reduces overhead for the outpatient clinic while allowing for a separate facility fee to be billed – this holds strong revenue potential for the medical center; in turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

64

Step 2: Break it up

Benefits of a Provider-Based Clinic Model

In this model, outpatient facilities can operate under the auspices of the larger medical entity. This reduces overhead for the outpatient clinic while allowing for a separate facility fee to be billed – this holds strong revenue potential for the medical center; in turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

- *Readability = 14.3*

65

Step 3: Bullet it out

Benefits of a Provider-Based Clinic Model

In this model, outpatient facilities can operate under the auspices of the larger medical entity. This reduces overhead for the outpatient clinic while allowing for a separate facility fee to be billed – this holds strong revenue potential for the medical center; in turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

66

Step 3: Bullet it out

Benefits of a Provider-Based Clinic Model

In this model, outpatient facilities can operate under the auspices of the larger medical entity.

- This reduces overhead for the outpatient clinic
- It allows for a separate facility fee to be billed – this holds strong revenue potential for the medical center
- In turn, the outpatient clinic providers would also have hospital privileges
- It would also have integrated medical records with the main health system.

• *Readability = 12.4*

67

Step 4: Streamline & make parallel

Benefits of a Provider-Based Clinic Model

In this model, outpatient facilities can operate under the auspices of the larger medical entity.

- This reduces overhead for the outpatient clinic
- It allows for a separate facility fee to be billed – this holds strong revenue potential for the medical center
- In turn, the outpatient clinic providers would also have hospital privileges
- It would also have integrated medical records with the main health system.

68

Step 4: Streamline & make parallel

Benefits of a Provider-Based Clinical Model

In this model, an outpatient facility operates as part of a larger hospital. This has several benefits:

- Reduces overhead for the outpatient clinic
- Increases revenue for the hospital, which can bill the outpatient clinic a “facility fee”
- Provides hospital privileges to outpatient doctors
- Integrates medical records at the clinic and the hospital.

• *Readability = 10.5*

69

A provider-based clinic model dictates that outpatient facilities can operate under the auspices of the larger medical entity, which reduces overhead for the outpatient clinic while allowing for a separate facility fee – this holds strong revenue potential for the medical center; in turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

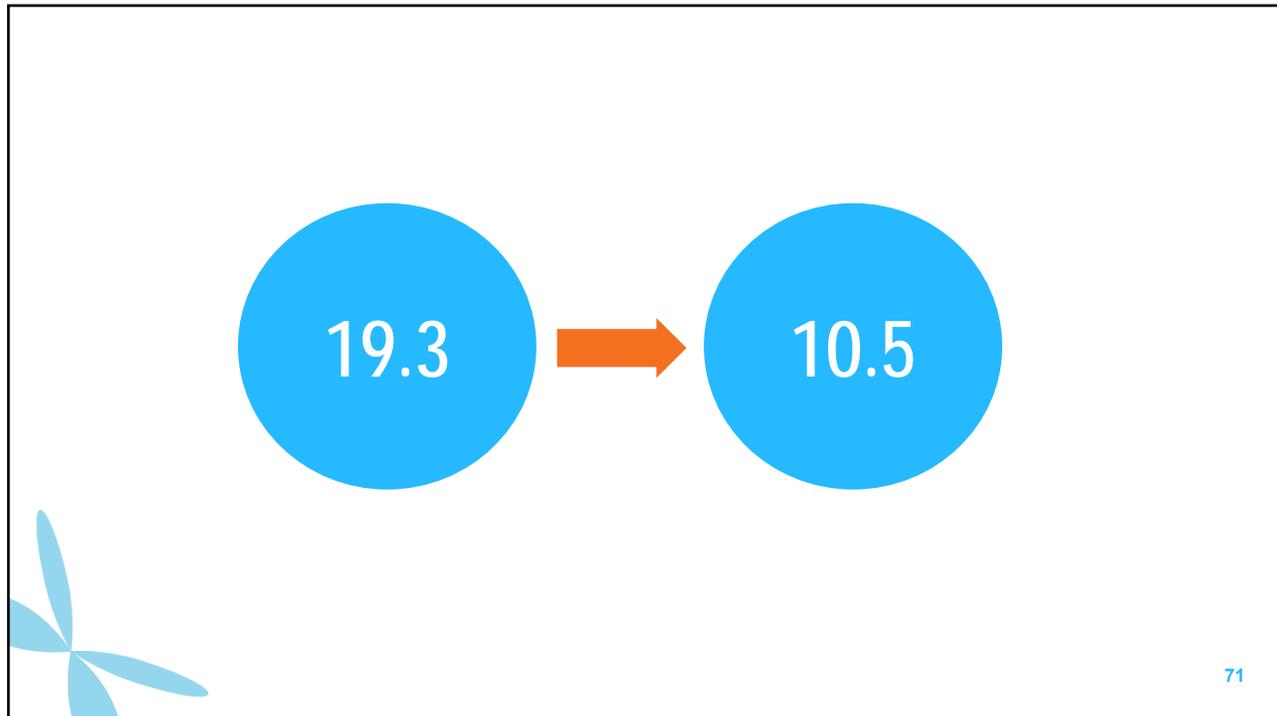
Provider-Based Clinical Model

In this model, an outpatient facility operates as part of a larger hospital.

This has several benefits:

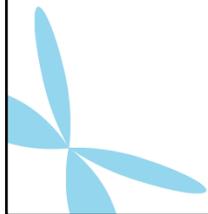
- Reduces overhead for the outpatient clinic
- Increases revenue for the hospital, which can bill the outpatient clinic a “facility fee”
- Provides hospital privileges to outpatient doctors
- Integrates medical records at the clinic and the hospital.

70



To dos:

- Break sentences in half (or thirds!)
- Cut extraneous words
- Use bullets
- Pull text into headers, sidebars, pull quotes, cutlines





FERRET OUT FUNKY PHRASES



73

Watch for “nounification”

verb	noun
	
before	after



74

Take a verb

- Decide
- Manage
- Conclude
- Discuss
- Examine
- Consider



75

Turn it into a noun

- | | | |
|------------|---|-----------------|
| • Decide | | • Decision |
| • Manage | | • Management |
| • Conclude | | • Conclusion |
| • Discuss | → | • Discussion |
| • Examine | | • Examination |
| • Consider | | • Consideration |



76

Add a bunch of other words

- Decide
 - Manage
 - Conclude
 - Discuss
 - Examine
 - Consider
- 
- Make a decision
 - Provide the management of
 - Come to a conclusion
 - Have a discussion about
 - Conduct an examination of
 - Take into consideration

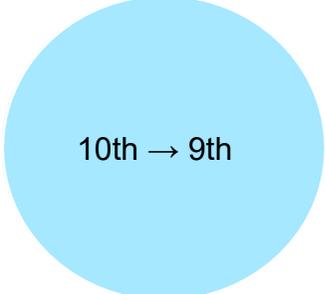
77

Nounification bloats readability

We have made a decision that we are going to conduct an examination of the mummy.



We decided to examine the mummy.



10th → 9th

78

Nounification bloats readability

Tuesday, we will have a discussion about who will provide the management of future ACES webinars.



Tuesday, we will discuss who will manage future ACES webinars.

11.3 → 8.3

79

Rework noun phrases



80

- Underground mine worker



- Underground mine worker
safety protection



- Underground mine worker safety protection procedures development

Secret tip:
Start at the end.
Add prepositions.

83

- Underground mine worker safety protection **procedures development**

84

- Underground mine worker safety protection procedures development
- Developing procedures



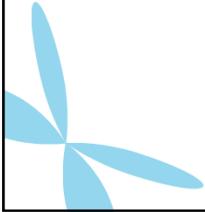
85

- Underground mine worker safety protection procedures development
- Developing procedures to protect the safety



86

- Underground mine worker safety protection procedures development
- Developing procedures to protect the safety of workers



87

- Underground mine worker safety protection procedures development
- Developing procedures to protect the safety of workers in underground mines



16th → 9th

88

In Appendix A, we share our latest tax reform proposals white paper from an accountant's practical viewpoint.

Secret tip:
Break the noun
phrase in two.

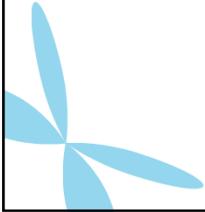
89

In Appendix A, we share our latest tax reform proposals white paper from an accountant's practical viewpoint.

90

In Appendix A, we share our latest tax reform proposals white paper from an accountant's practical viewpoint.

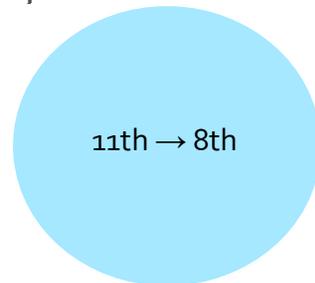
In Appendix A, we share our latest white paper.



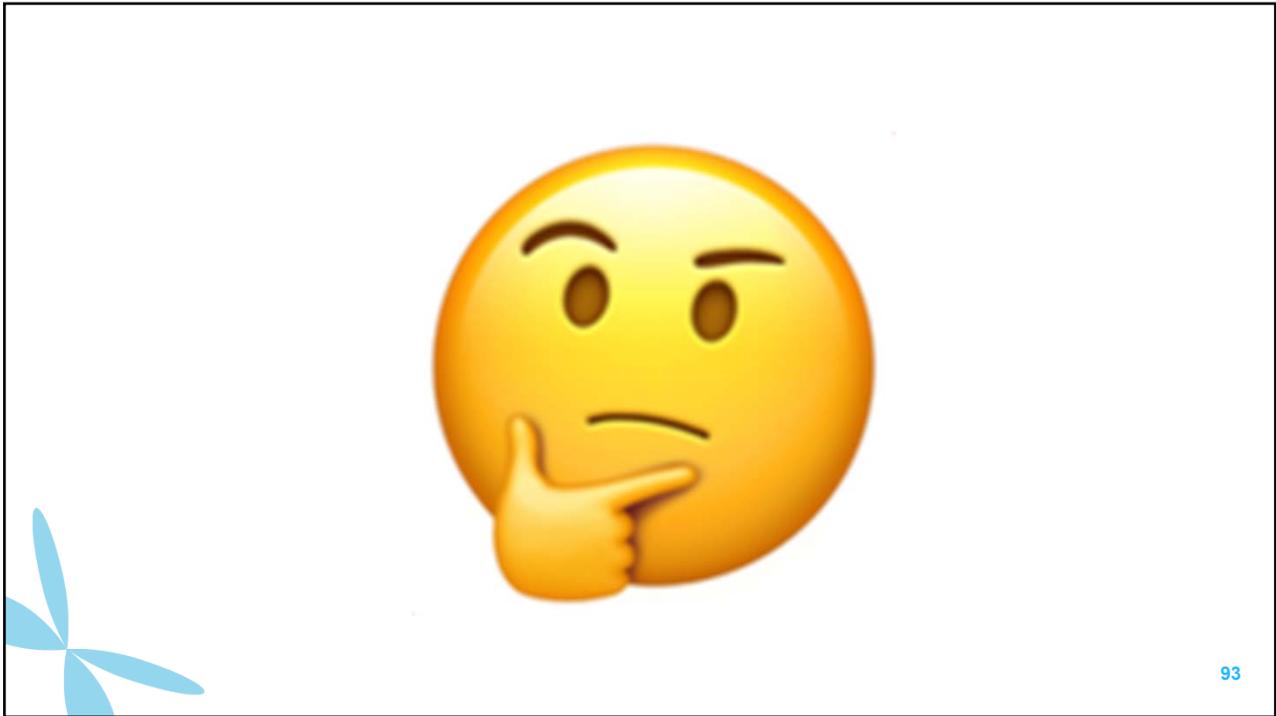
91

In Appendix A, we share our latest tax reform proposals white paper from an accountant's practical viewpoint.

In Appendix A, we share our latest white paper.
It discusses tax reform proposals from an accountant's practical viewpoint.



92



- He said gesundheit

94

- He said gesundheit is a German expression for “god bless you.”



95

- He said that gesundheit



96

- He said that gesundheit is a German expression for “god bless you.”



97

Don't keep the reader in suspense



98

Plaintiff's testimony



Plaintiff's testimony that he had never had a back injury



Plaintiff's testimony that he had never had a back injury and had never been treated by a doctor for a back ailment



101

Plaintiff's testimony that he had never had a back injury and had never been treated by a doctor for a back ailment before this workplace accident



102

Plaintiff's testimony that he had never had a back injury and had never been treated by a doctor for a back ailment before this workplace accident **is suspect.**



103

Plaintiff's testimony that he had never had a back injury and had never been treated by a doctor for a back ailment before this workplace accident is suspect.

Secret tip:
Get the subject
and verb together.

104

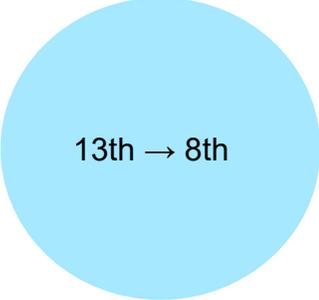
Plaintiff's testimony is suspect.



105

Plaintiff's testimony is suspect.

He states that he had never had a back injury and had never been treated by a doctor for a back ailment before this workplace accident.



13th → 8th



106

Watch for sluggish constructions



107

"It is" constructions

It is preferable that the companies commit to a long-term partnership.

We suggest the companies commit to a long-term partnership.

108

“Provides” constructions

Dragonfly provides corporate writing and editing services to firms worldwide.

Dragonfly writes and edits for companies worldwide.



109

“Is intended to ...” constructions

This publication is designed to introduce investors to our capabilities.

This publication introduces investors to our capabilities.



110

Throat-clearing

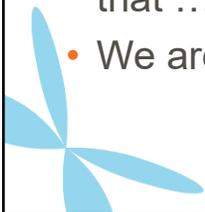
- It is important to remember that ...
- A key aspect of this effort which should not be overlooked is ...
- As such ...
- It is our intention to ...
- Just start your sentence!



111

Formal / "proper" language

- Thomas can be reached at 937-413-2619.
- Please be advised that the deadline has been changed to May 3.
- We regret to inform you that ...
- We are in receipt of ...
- You can reach Thomas at 937-413-2619.
- The deadline is now May 3.
- We are sorry that ...
- We have received ...



112

Padding

- In essence, the agency has two mutually supportive functions.
- Our artists have appeared in *Fast Company* and *Wired* magazines, to name a few.
- The agency has two mutually supportive functions.
- Our artists have appeared in *Fast Company* and *Wired* magazines.



113

Jargon & bizspeak

- Forward initiative
- Harvesting efficiencies
- Mission-critical
- Seamless integration
- Rightsize, smartsize
- Core competencies



114

These constructions degrade readability

A critical factor which should not be overlooked is our experience and expertise developing holistic solutions for the Roswell base.

We have experience working at the Roswell base.

13th → 4th



115

And turn readers off

We are thought leaders who use best-of-breed tools, have industry-standard processes, and utilize bleeding-edge, state-of-the-art technology.

We use industry-standard methods, while always pushing ourselves to try new tools.

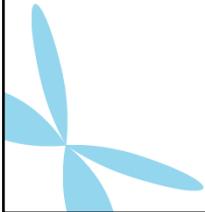


17th → 8th

116

“Bizspeak may seem like a convenient shorthand, but it suggests to readers that you’re on autopilot, thoughtlessly using boilerplate phrases that they’ve heard over and over.”

— Bryan Garner, *HBR Guide to Better Business Writing*



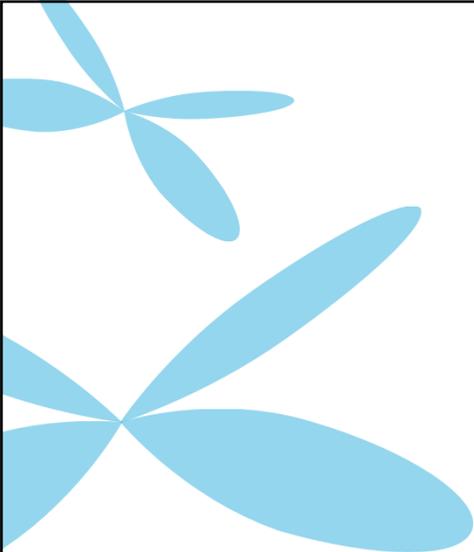
117

To do:

- Fix nounification & noun phrases
- Keep subject & verb close
- Eliminate sluggish constructions
- Cut jargon & bizspeak



118



PARE DOWN PARAGRAPHS

One big paragraph

Though new tools have helped Klinger effectively manage its financial and transactional reporting needs and analyze data to make informed business decisions, the company faced a challenge that many large, global organizations face: difficulty managing “big data.” Big data is any collection of raw data that is becoming so large and complex that traditional disk-based database tools are unable to process it in a timely manner. Because it was taking so long to process and capture transactional data from multiple Klinger systems — much of it processed through overnight batch processing — the data was already dated by the time it could be reviewed and analyzed. Basically, big data was limiting Klinger’s visibility into real-time activity. It not only limited the company’s ability to plan and forecast with precision, it also limited their ability to quickly and accurately process customer orders to guarantee products were in stock and would arrive on time.

Strategy 1: Break it Up

Though new tools have helped Klinger effectively manage its financial and transactional reporting needs and analyze data to make informed business decisions, the company faced a challenge that many large, global organizations face: difficulty managing “big data.”

Big data is any collection of raw data that is becoming so large and complex that traditional disk-based database tools are unable to process it in a timely manner.

Because it was taking so long to process and capture transactional data from multiple Klinger systems — much of it processed through overnight batch processing — the data was already dated by the time it could be reviewed and analyzed.

Basically, big data was limiting Klinger’s visibility into real-time activity.

It not only limited the company’s ability to plan and forecast with precision, it also limited their ability to quickly and accurately process customer orders to guarantee products were in stock and would arrive on time.

121

Strategy 2: Set Guideposts

The Big Data Challenge

Though these tools have helped Klinger effectively manage its financial and transactional reporting needs and analyze data to make informed business decisions, the company faced a challenge that many large, global organizations face: difficulty managing “big data.”

Big data = too much raw data

Big data is any collection of raw data that is becoming so large and complex that traditional disk-based database tools are unable to process it in a timely manner.

Because it was taking so long to process and capture transactional data from multiple Klinger systems — much of it processed through overnight batch processing — the data was already dated by the time it could be reviewed and analyzed.

When we can’t process data, we can’t make decisions

Basically, big data was limiting Klinger’s visibility into real-time activity.

It not only limited the company’s ability to plan and forecast with precision, it also limited their ability to quickly and accurately process customer orders to guarantee products were in stock and would arrive

122

Can you get the gist of the story from the heds?

The Big Data Challenge

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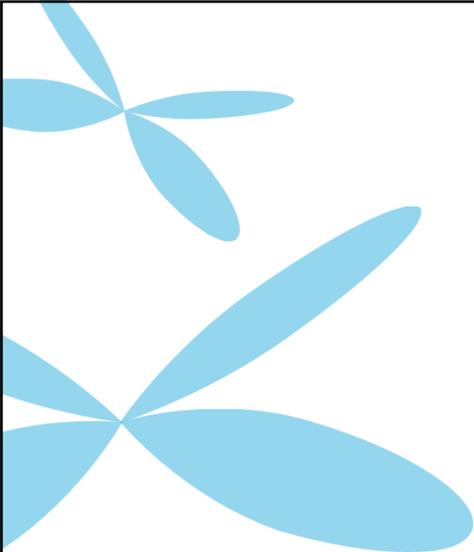
It not only limited the company's ability to plan and forecast with precision, it also limited their ability to quickly and accurately process customer orders to guarantee products were in stock and would arrive

123

To do:

- Break up long paragraphs
- Add subheads to help with navigation and for "skimmers"

124



MEASURE



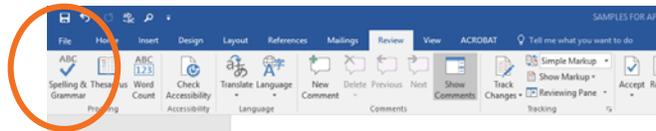
125

Microsoft Word



126

Run spellcheck



The scope of work performed under this DO is a comprehensive tool, or collection of tools, for the PaaS environment that provides on-demand applications, to enable use via a web interface while maintaining analytic momentum.

Clairvoyant provides highly technical server sustainment, and maintenance of end-to-end dissemination (PCPAD) systems, software tool of data from multiple Tracking and Signature

BROCK demonstrates our capabilities in and utilize a wide variety of sensor phenomena phenomenologies in direct support of intelligence

127

Get readability stats

Readability Statistics	
Counts	
Words	111
Characters	600
Paragraphs	1
Sentences	5
Averages	
Sentences per Paragraph	5.0
Words per Sentence	22.2
Characters per Word	5.3
Readability	
Flesch Reading Ease	37.2
Flesch-Kincaid Grade Level	13.5

development (IRAD) is achievable with on of these technology technologies and apply

cess, investigating and focus areas and applied bottleneck situations and

sensor side. To address reduce the processing blurring techniques for on previous work and ing techniques to be promising path forward e and then to blur only resources is identified, simulate a hardware

128

Storytoolz



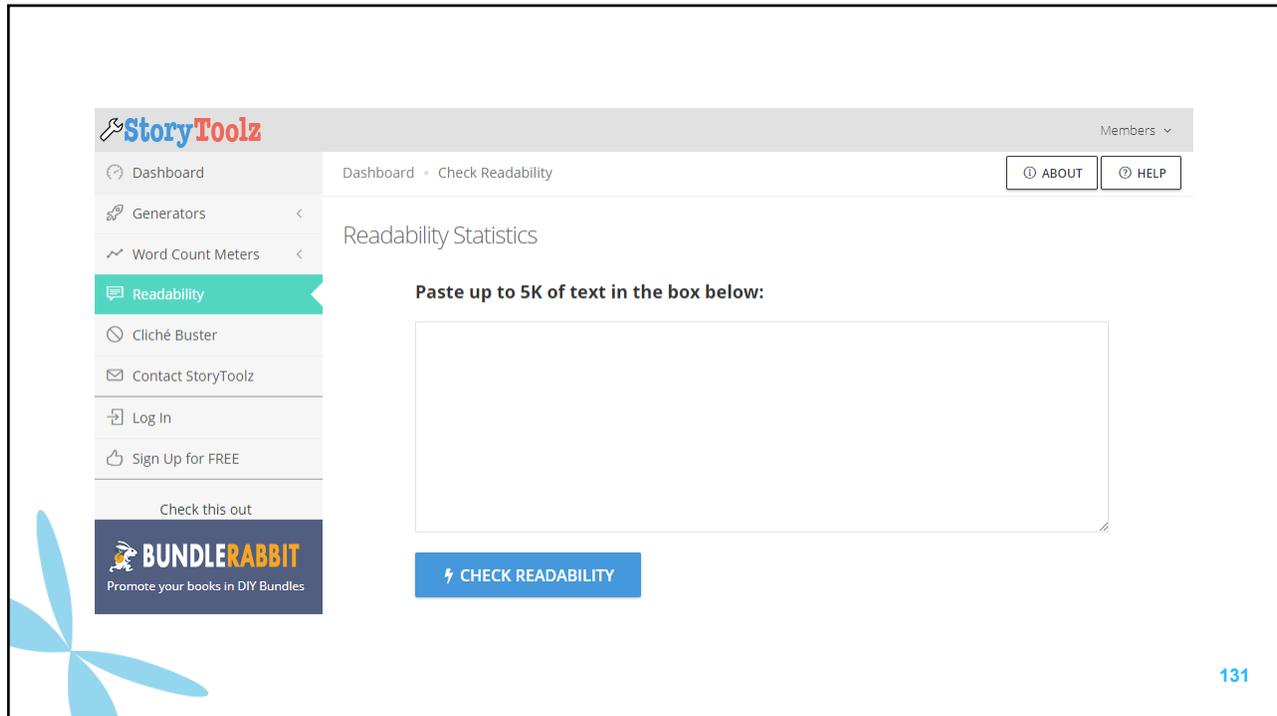
129



A screenshot of the StoryToolz dashboard. The top navigation bar includes the StoryToolz logo, a 'Members' dropdown, and an 'ABOUT' button. The sidebar menu on the left lists: Dashboard, Generators, Word Count Meters, Readability, Cliché Buster, Contact StoryToolz, Log In, and Sign Up for FREE. The main content area is titled 'FREE AUTHOR RESOURCES' and features a grid of eight colored buttons: Word Count Meters, Readability (circled in blue), Cliché Buster, Example Meters, Story Idea Generator, Random Conflict Generator, Half Title Generator, and Your Settings. At the bottom left of the dashboard is a 'BUNDLERABBIT' logo with the tagline 'Promote your books in DIY Bundles'.

130





StoryToolz Members ▾

Dashboard ▾ Check Readability ABOUT HELP

Generators <

Word Count Meters <

Readability

Cliché Buster

Contact StoryToolz

Log In

Sign Up for FREE

Check this out

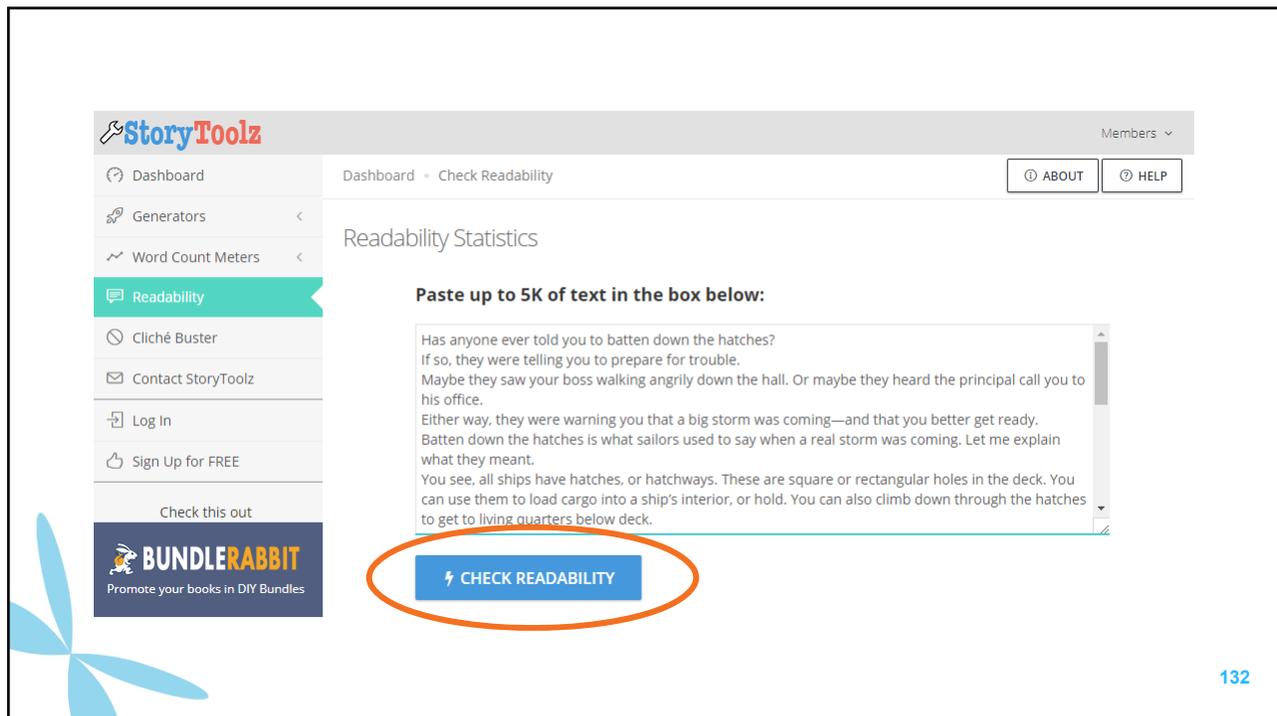
BUNDLERABBIT
Promote your books in DIY Bundles

Readability Statistics

Paste up to 5K of text in the box below:

⚡ CHECK READABILITY

131



StoryToolz Members ▾

Dashboard ▾ Check Readability ABOUT HELP

Generators <

Word Count Meters <

Readability

Cliché Buster

Contact StoryToolz

Log In

Sign Up for FREE

Check this out

BUNDLERABBIT
Promote your books in DIY Bundles

Readability Statistics

Paste up to 5K of text in the box below:

Has anyone ever told you to batten down the hatches?
If so, they were telling you to prepare for trouble.
Maybe they saw your boss walking angrily down the hall. Or maybe they heard the principal call you to his office.
Either way, they were warning you that a big storm was coming—and that you better get ready.
Batten down the hatches is what sailors used to say when a real storm was coming. Let me explain what they meant.
You see, all ships have hatches, or hatchways. These are square or rectangular holes in the deck. You can use them to load cargo into a ship's interior, or hold. You can also climb down through the hatches to get to living quarters below deck.

⚡ CHECK READABILITY

132

StoryToolz Members ▾

Dashboard
Generators <
Word Count Meters <
Readability
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Readability Results

PRINT COPY PDF EXCEL CSV

What	Result
Reading Levels	
Flesch-Kincaid Grade Level	Grade 4.0
Automated Readability Index	Grade 4.6
Coleman-Liau	Grade 6.9
Flesch Reading Ease	86.7/100
Gunning fog index	Grade 6.0
Laesbarhedsindex (LIX) Formula	27.6 = below school year 5
SMOG index	Grade 6.4
Average grade level	Grade 5.6 (mean of above)

133

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Dashboard
Generators <
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Readability
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Sentence Information

Number of characters	1,387
Number of words	323
Characters per word	4
Syllables per word	1.28
Number of sentences	28
Words per sentence	11.5
Number of short sentences	6 (21%, 7 words or less)
Number of long sentences	1 (4%, 22 words or more)
Number of paragraphs	15
Sentences per paragraph	1.9
Number of questions	1 (4%)
Number of passive sentences	8 (29%)
Longest sentence	27 words long
Shortest sentence	1 word long

134

StoryToolz Members ▾

- Dashboard
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- Word Count Meters <
- Readability**
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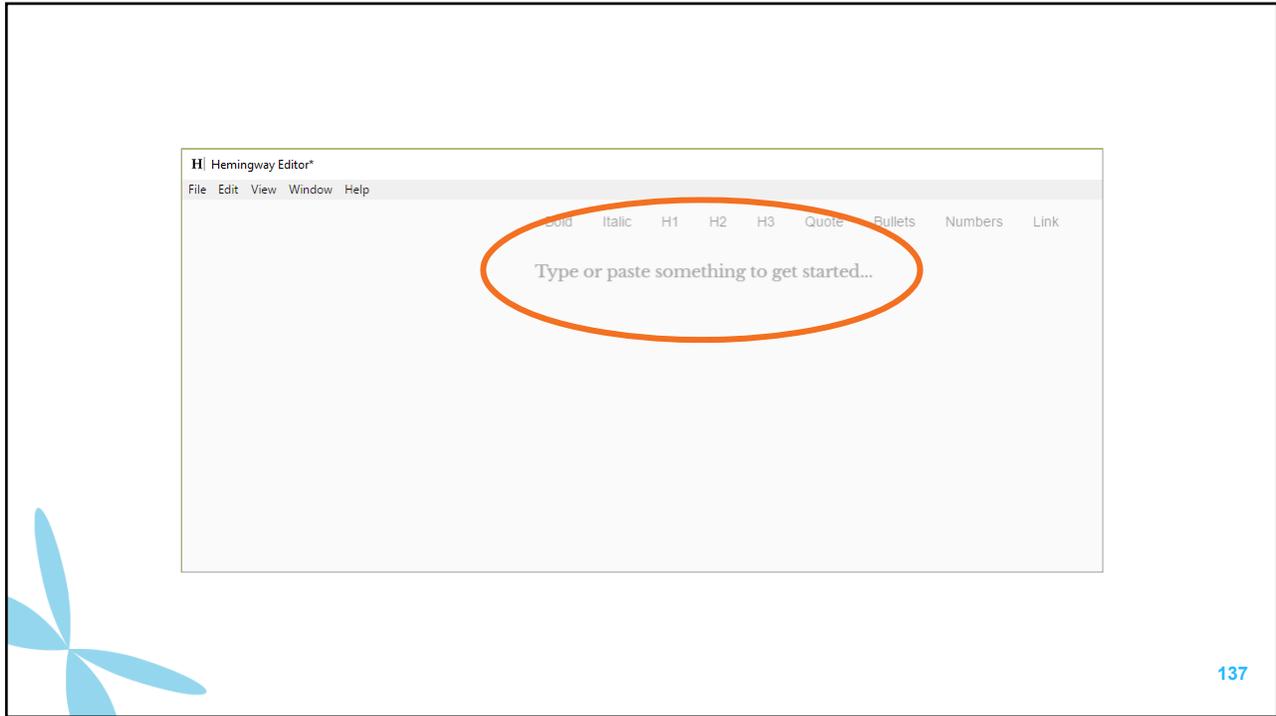
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Number of paragraphs	15
Sentences per paragraph	1.9
Number of questions	1 (4%)
Number of passive sentences	8 (29%)
Longest sentence	27 words long
Shortest sentence	1 word long
Word Usage	
Number of to be verbs	10
Number of auxiliary verbs	4
Number of conjunctions	13 (4% of words)
Number of pronouns	38 (12% of words)
Number of prepositions	47 (15% of words)
Number of nominalizations	0
Sentence Beginnings	
Pronouns	8
Interrogative pronouns	0
Articles	0
Subordinating conjunctions	2
Conjunctions	1
Prepositions	3

135

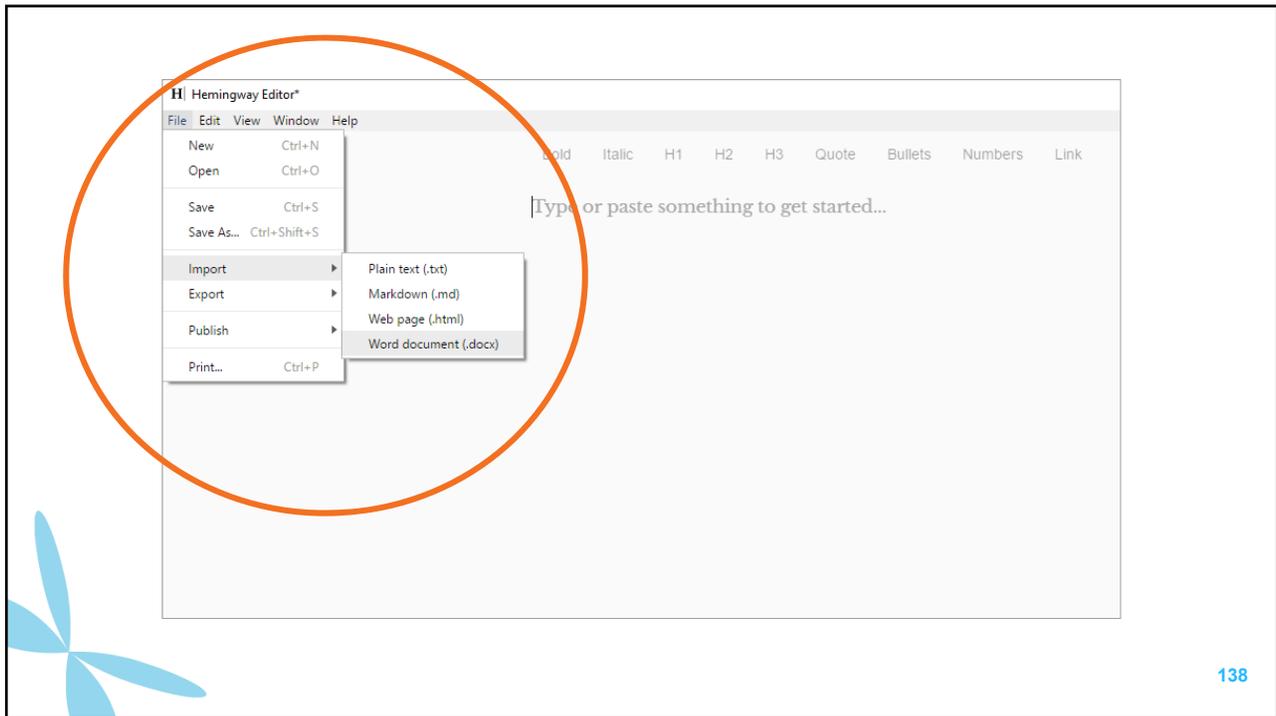
Hemingway



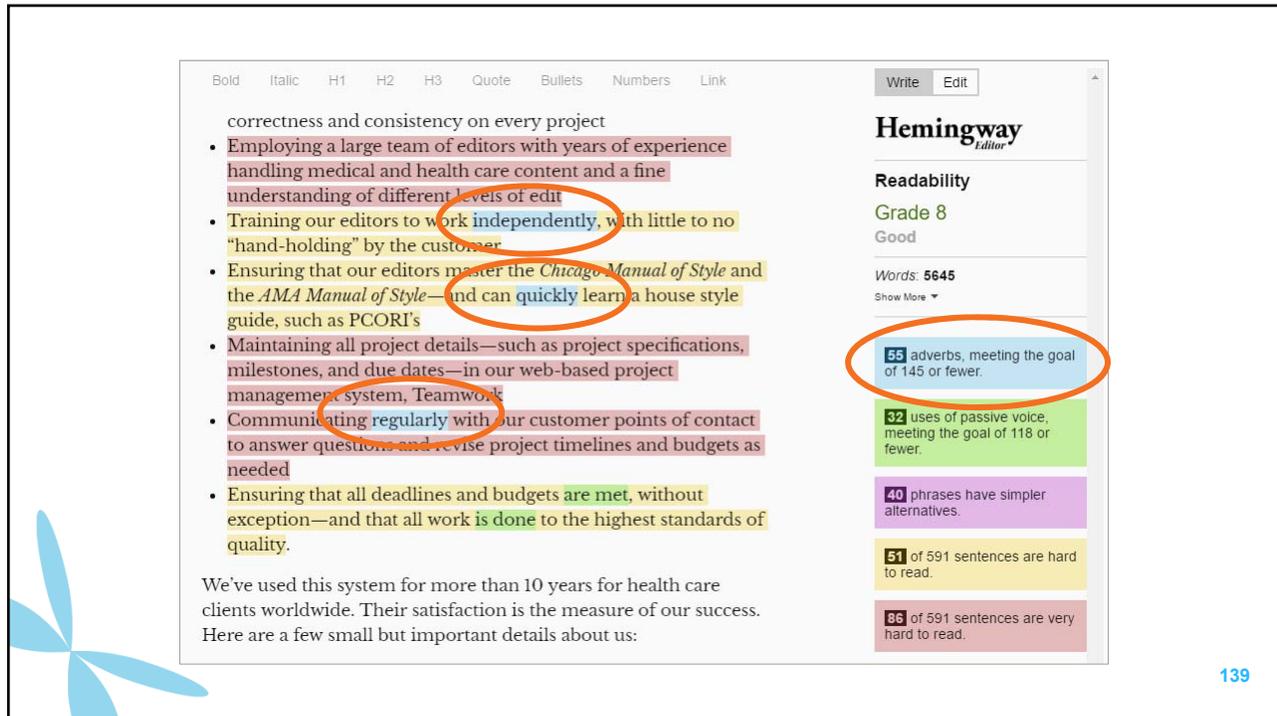
136



137



138



correctness and consistency on every project

- Employing a large team of editors with years of experience handling medical and health care content and a fine understanding of different levels of edit
- Training our editors to work independently, with little to no “hand-holding” by the customer
- Ensuring that our editors master the *Chicago Manual of Style* and the *AMA Manual of Style*—and can quickly learn a house style guide, such as PCORI’s
- Maintaining all project details—such as project specifications, milestones, and due dates—in our web-based project management system, Teamwork
- Communicating regularly with our customer points of contact to answer questions and revise project timelines and budgets as needed
- Ensuring that all deadlines and budgets are met, without exception—and that all work is done to the highest standards of quality.

We’ve used this system for more than 10 years for health care clients worldwide. Their satisfaction is the measure of our success. Here are a few small but important details about us:

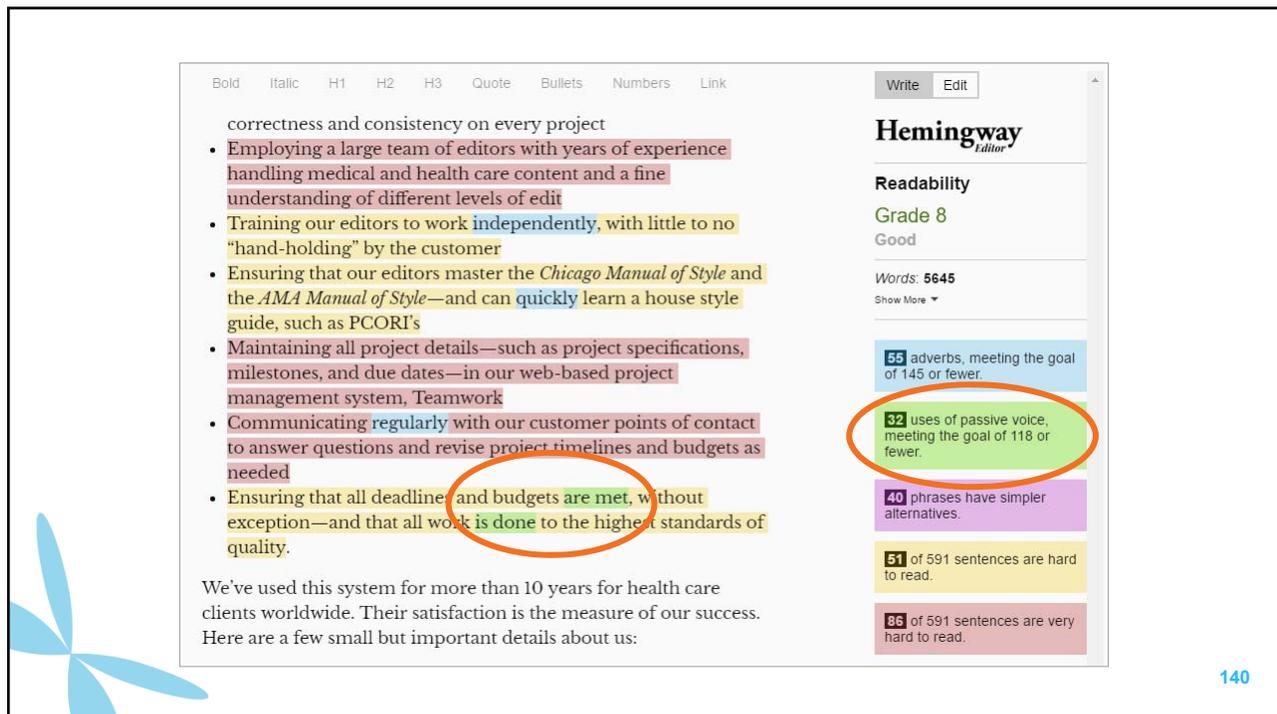
Hemingway Editor

Readability
Grade 8
Good

Words: 5645
Show More ▾

- 55 adverbs, meeting the goal of 145 or fewer.
- 32 uses of passive voice, meeting the goal of 118 or fewer.
- 40 phrases have simpler alternatives.
- 51 of 591 sentences are hard to read.
- 86 of 591 sentences are very hard to read.

139



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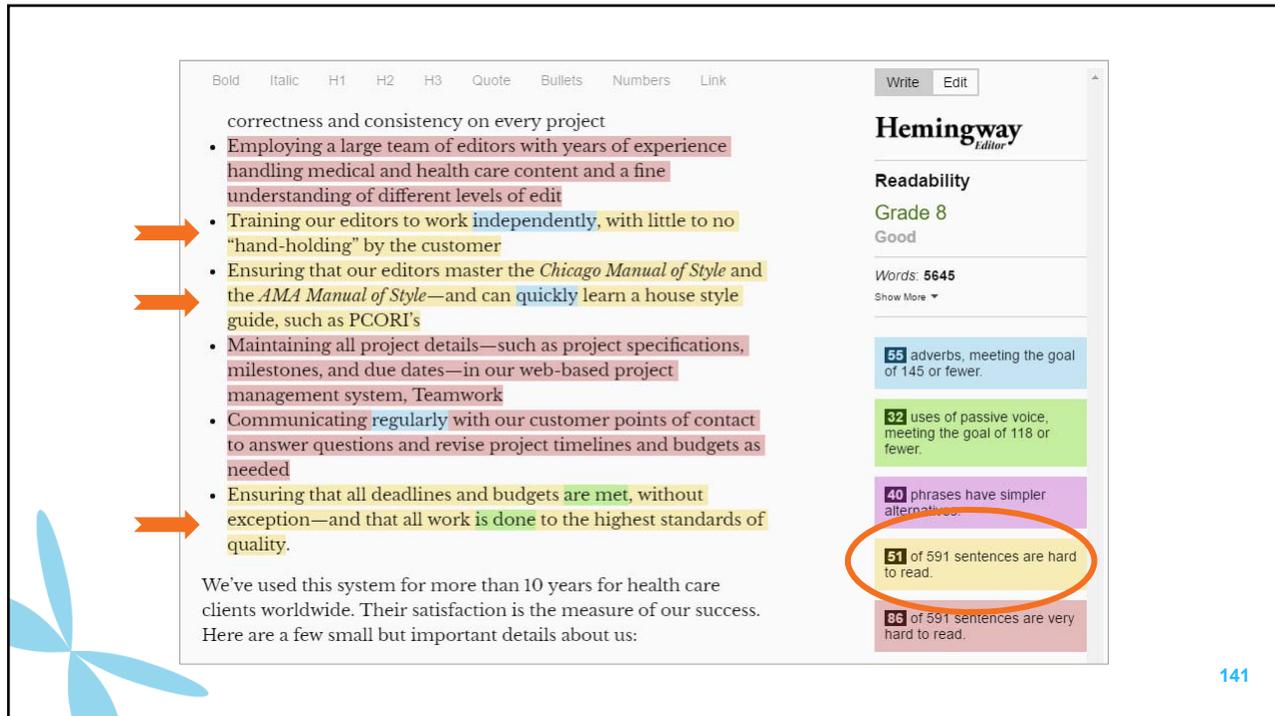
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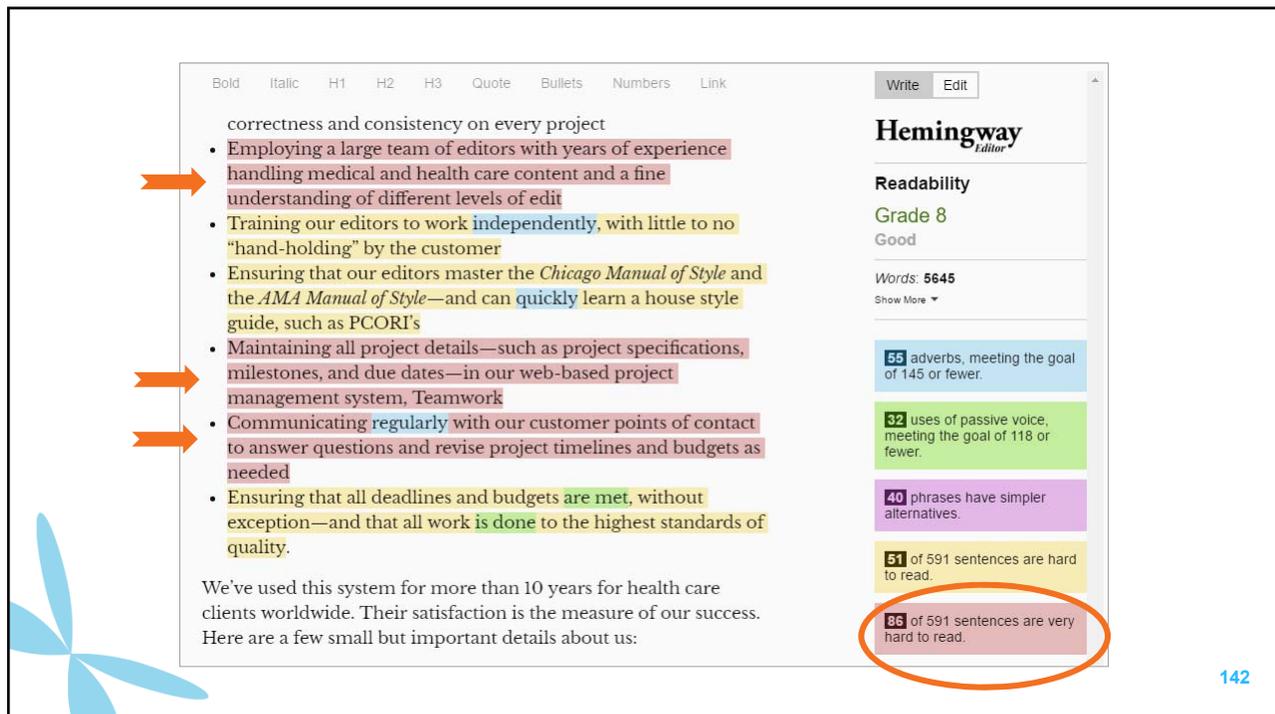
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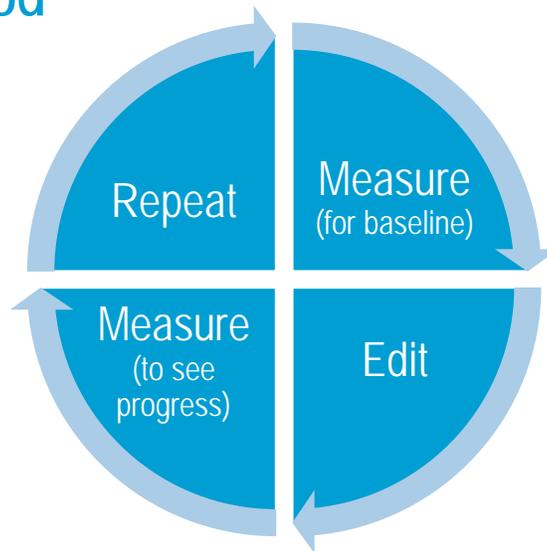
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142

Secret method



143

To do:

- Turn on MS Word Readability (free)
- Go to Storytoolz (free)
- Get Hemingway Editor (\$19.99)

144



145

Readability is not a magic bullet

5th grade

Turtle have very frog in close hamburger love is.

12th grade

The last time I was home to see my mother we kissed exchanged pleasantries and unpleasantries pulled a warm comforting silence around us and read separate books

Mothers, by Nikki Giovanni

146

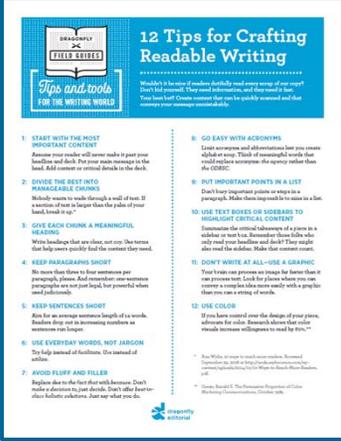


147

IN SUM

- Choose words wisely
- Shrink sentences
- Ferret out funky phrases
- Pare down paragraphs
- Measure, edit, measure again
- Use your judgement

148



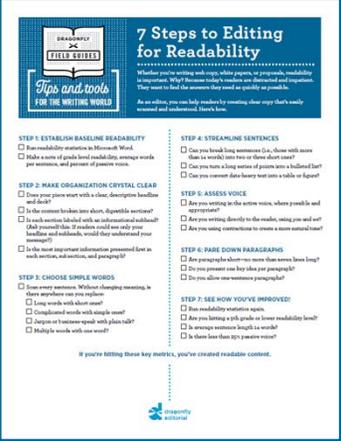
12 Tips for Crafting Readable Writing

Tips and tools for the writing world

Readability is how easy a reader can understand and process a piece of writing. Don't let it intimidate you. There are many techniques and formulas that can help you craft content that can be quickly read and that everyone's going to appreciate.

- 1. START WITH THE MOST IMPORTANT CONTENT**
Remember your reader will never make it past your lead-in paragraph. Put your most important message in the lead. And consider an extra link in the lead.
- 2. DIVIDE THE BEST INTO MANAGEABLE CHUNKS**
Nobody expects to wade through a wall of text. If a section of text is longer than the palm of your hand, break it up!
- 3. GIVE EACH CHUNK A MEANINGFUL HEADLINE**
Write headlines that are clear, not only the terms that help your reader find the content they need.
- 4. KEEP PARAGRAPHS SHORT**
No more than three to four sentences per paragraph. Shorter and snappier. One-sentence paragraphs are not just legal, but powerful when used judiciously.
- 5. KEEP SENTENCES SHORT**
Aim for an average sentence length of 15 words. Pushing that out to something as high as 20 sentences can be long.
- 6. USE EVERYDAY WORDS, NOT JARGON**
Do fully instead of fulltime. Do instead of doing.
- 7. AVOID FLUFF AND FILLER**
Beginners do it. The best do it with less. Don't make a document so long people don't read it. Don't offer boilerplate solutions. Just say what you do.
- 8. GO EASY WITH ACRONYMS**
Keep acronyms and abbreviations low. You create slight or no pay. Think of meaningful words that will replace acronyms the way you'd like them. Be clear.
- 9. PUT IMPORTANT POINTS IN A LIST**
Don't bury important points in a paragraph. Put them in a list.
- 10. USE TEXT BOXES OR SIDEBARS TO HIGHLIGHT CRITICAL CONTENT**
Emphasize the critical substance of a piece in a sidebar or text box. Remember those little who will read your headlines and lead? They might also read the sidebar. Make that content count.
- 11. DON'T WRITE AT ALL-USE A GUIDANCE**
Your first draft is never as strong as it gets. Use a checklist to see if you've covered all the bases. Check for places where you can cover a complete idea more readily with a graphic than with a string of words.
- 12. USE COLOR**
If you have content over the length of your piece, always use color. Research shows that color always increases willingness to read by 10%.

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7 Steps to Editing for Readability

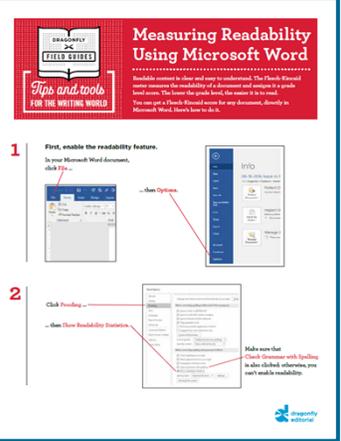
Tips and tools for the writing world

Writing great content with easy-to-read paragraphs is a key to readability. In addition, why? Because nobody reads your document and ignores it. They want to read the content that meets their needs.

As an editor, you can help readers by creating their copy that's ready, readable, and understood. Here's how.

- STEP 1: ESTABLISH BASELINE READABILITY**
 - The readability equation in Microsoft Word.
 - Make a note of grade level readability, average words per sentence, and percent of passive voice.
- STEP 2: MAKE ORGANIZATION CRITICAL CLEAR**
 - Does your piece start with a clear, descriptive headline and lead?
 - Do the content breaks into short, digestible sections?
 - In each section, do you have an introductory subhead that provides the reader with an idea of what's to come?
 - Do the subheadings and subheads, would they understand your message?
 - Do the most important subheadings precede the rest in each section, and section, and paragraph?
- STEP 3: CHOOSE SIMPLE WORDS**
 - Does every sentence, without changing meaning, in three sentences can you reduce?
 - Long words with short ones?
 - Complicated words with simple ones?
 - Jargon or business speak with plain talk?
 - Multiple words with one word?
- STEP 4: STREAMLINE SENTENCES**
 - Do you break long sentences (15+ words) into two or three short ones?
 - Do you have a long series of phrases in a headline/lead?
 - Do you connect data-heavy text into tables or figures?
- STEP 5: ASSESS VOICE**
 - Are you writing in the active voice, where possible and appropriate?
 - Are you writing directly to the reader, using you and we?
 - Are you using contractions to create a more casual tone?
- STEP 6: PARSE DOWN PARAGRAPHS**
 - Are paragraphs shorter than seven lines long?
 - Do you present one key idea per paragraph?
 - Do you allow one-sentence paragraphs?
- STEP 7: SEE HOW YOU'VE IMPROVED:**
 - Has readability variance again?
 - Are you hitting a 10th grade or lower readability level?
 - Is average sentence length in words?
 - Is there less than 1% passive voice?

If you're hitting these key metrics, you've created readable content.



Measuring Readability Using Microsoft Word

Tips and tools for the writing world

Readable content is clear and easy to understand. The Flesch-Kincaid score measures the readability of a document and assigns a grade level score. The lower the grade level, the easier it is to read. You can get a Flesch-Kincaid score for any document, directly in Microsoft Word. Here's how to do it.

- 1. First, enable the readability features.**
In your Microsoft Word document, click File > Options > Proofing > Check Grammar with Spelling > Show Readability Statistics.
- 2. Click Proofing > Show Readability Statistics.**
Make sure that Check Grammar with Spelling is also checked otherwise, you won't see readability.

149



THANK YOU!

Samantha Enslin
sam@dragonflyeditorial.com

