

Straight swaps for clear and simple writing

There are many ways to make your writing simple and clear. We recommend incorporating straightforward replacements of unnecessarily dense – but commonly-used – words such as these:

- Talk about *buying* not *purchasing*
- Why say *regarding* when you can use *about*?
- Stop *endeavouring* and start *trying*
- Don't use *prior to*; say *before*
- No need to *ensure* when you can simply *make sure*
- Can you use *need* instead of *require*?
- Why say *utilise* when you can say *use*?
- *Start* your work; don't *commence* it
- Later on, just *stop*, *finish* or *end* instead of *discontinuing* or *terminating*
- Use *after* instead of *following*
- Just *tell* us; don't *inform* or *advise* us
- There's no need to *request* – just *ask*
- In discussing a plan, talk about *when* or *if* rather than *in the event of*
- Do you really need to *ascertain* or can you simply *find out*?
- *Help*; don't *facilitate*

Further information

The Plain English Campaign has a 35-page 'A-Z of alternative words' available free of charge at: www.plainenglish.co.uk/files/alternative.pdf