**Tenets of "Professional Writing"**

1. **Use active voice -- subject-verb-object, and avoid "to be"**
2. **Use first or second person -- "you, I, we, the corporation, the agency" thinks...**
3. **Talk to the reader -- As *you* might know,**
4. **Ask yourself -- What does the audience already know? What does the audience need to know?**
5. **Avoid nominalizations: Turn nouns back into verbs and give them a subject to perform the action: analysis -- analyzed (as in, we analyzed) failure -- failed**
6. **Avoid "to be" verbs in general. (See passive/active entry above). It also leads to weak construction.**

**The reason I am going to the store *is* to get some soap.**

**There *are* many reasons why Americans should go to war.**

**Grammar/style issues that pop up frequently:**

1. **People are "who" -- not that**
2. **Avoid repetition (unless intentional)**
3. **Avoid "a study *done* by"**
4. **Check your subject/verb agreement -- Parents of *a child* might want the best for *them*.**
5. **All punctuation inside quotes.**
6. **Its/It's**
7. **Use a comma with conjunctions *and/but*  with two independent clauses.**

**The day was good, and we went to the festival.**