

# HITT'S GOLDEN RULES OF STYLE AND GRAMMAR

1. Remember the HITT #1 GOLDEN RULE OF WRITING:

Brevity and clarity equal good writing.

Brevity means to say as much as you possibly can in the fewest amount of words;

Clarity means to go directly to the point. Say what you mean.

2. Remember that the most important word in any sentence is the verb. Make sure you have chosen the strongest possible verb for your sentence.

3. Whenever possible, use active verbs rather than passive verbs. Especially avoid is—~~are~~—~~am~~—~~was~~—~~were~~

4. Avoid all use of be—~~been~~—~~being~~ (to be is an exception).

5. Avoid overusing of no—~~not~~—any contraction using \_\_n't.

6. Avoid all use of the forbidden words:

Always seems you got alot guy.

(Note: Remember that this means any form of these words,  
i.e. Your or you, seems or seemingly, etc.)

7. Avoid whenever possible the uses of adverbs, especially those that end in —ly. You can do this by choosing strong verbs and strong adjectives.

8. The above rules are void in the case of dialogue or quotes.

9. Throw clichés out the window even in dialogue.