



Insider tips from an awards judge

Facilitated by
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Typeset

Don't be 'that' submission

- Start early
- Follow the instructions to the letter
- RTQ, ATQ!
- Don't veer off point
- Ask your staff, co-workers and network to help (but not your mum)
- Write offline, submit online

“The secret of good writing is to strip every sentence to its cleanest components.”

William Zinsser, *On Writing Well*

How NOT to attract readers



Get rid of unnecessary words

- That
- Will
- Can
- Should
- Just
- Really
- Very
- Some

Make it easy to read

- Consider working with an editor to ensure you're submitting a grown up, professionally structured submission.
- Ensure grammar and spelling are perfect.
- Proofread your entry.
 - Get one or two of your friends to read it.
 - Use a proof reader or sub editor.
 - Read it aloud.

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