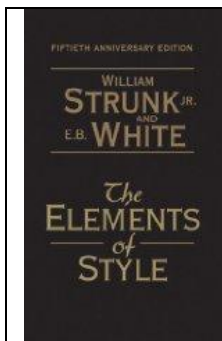




14 Characteristics of Successful Authors

1. Write in the active voice.
2. Include name, page numbers, and abstract.
3. Use subtitles.
4. Avoid adverbs.
5. Italicize transliterations of foreign words.
6. Don't use quotation marks on block quotations.
7. Vary the length of sentences and paragraphs—erring always on the side of brevity.
8. Use shortened footnotes after the first entry.
9. Ask questions of the reader.
10. Use proper conventions—for example:
 - Gospel = Matthew, Mark, Luke, John
 - gospel = the gospel of Jesus Christ
11. Put one space between ellipsis points.
 - Right: Levi . . . had nice jeans.
 - Wrong: Levi...had nice jeans.
12. Spell check and grammar check before submission.
13. Always have a friend proofread their work before submission.
14. Include the best and most recent scholarship in their working bibliography.

William Strunk Jr.,
The Elements of Style



“Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subject only in outline, but that every word tell.”