



Write Your Expert Book Online Course

Writing & Editing Tips for
Polishing Your Book

Aim to make your book as easy to read
as possible



Use Common Vocabulary

Use familiar vocabulary and be careful with industry jargon they might not understand.



Avoid Redundancy

Don't use redundant phrases and be careful with using too many adjectives



Aim for Precise Language

Try to say things in a concrete way and be precise to avoid misinterpretation



Keep Sentences Short and Simple

Most sentences should have only one clause and describe one distinct idea



Keep Paragraphs Short

Remember the people reading your book, long paragraphs makes it harder to read so please avoid big blocks of text



Start with the Main Idea

The first sentence of each paragraph should introduce its main idea



Guide the Reader

Use words to guide the reader and
make the book smoother



Use Active Voice

Be direct and easy to understand with
the active voice



Break up Text with Headings and Subheadings

Use headings to break things up and make it easier to skim



Use Bullet Points and Lists

Use lists to make it easier to pick out key words and ideas



Let Each Idea Breathe

Fully flesh out each idea and provide plenty of explanation and examples



Use White Space

White space makes pages look nicer
and help the reader to not feel
overwhelmed



Test Your Writing with Flesch-Kincaid Readability Tests



Run your book through the test to see
how easy to read it is



Tips for Self-Editing Your Book



- Don't edit till the first draft is finished
- Don't rely on editing software



- Watch out for repeated words
- Look for common spelling errors



- Keep refreshed to give it your full attention
- Read your text aloud



It's not enough to edit yourself so get as many eyes on it as possible & end with a professional





What's Next?

Module 8

**8 Ideas for Increasing
Your Book Sales**