

The Proof Angel Quick Guide

Why you should use Plain English

Plain English saves time and money

- Things that are easier to read are quicker to understand. That means people comply more easily, ask fewer questions, and complain less.
- Streamlined procedures and paperwork improve satisfaction for both customers & staff.

Plain English creates a positive image

- Clear wording aids transparency.
- Plain and simple is elegant.

Plain English is not “dumbed down”

- Reading habits are changing. Many people scan for information, particularly on line.
- Preference for plain English increases as the level of the reader’s education rises.
- It is important that people understand complicated technical subjects.

Plain English widens your audience

- If your target audience is average, around 10% will be dyslexic, and their reading age will be around 12. Plain English makes it easier for these people to understand.
- How many people will complain it is too easy to read?



The Proof Angel is the trading name of Sarah Perkins, freelance editor and proofreader.

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