

The Six Traits of Effective Writing

Ideas – Good writing has clear ideas, a purpose, or focus. It should have specific ideas and details.

Organization – Writing should have a beginning, middle, and ending and be well organized and easy to follow.

Voice – Your writing should connect with your audience, fit your purpose for writing, and reveal your voice.

Word Choice – Good writing has specific nouns and verbs and strong words that deliver the writer's message.

Sentence Fluency – Sentences should vary in length, with a variety of sentence beginnings. The writing should flow smoothly from sentence to sentence.

Conventions – Strong writing is edited for grammar, punctuation, capitalization, and spelling so the writer's ideas are easily understood.