
Writing tips and tricks.

As you write in our Restless voice, here are some simple ground rules to help you.

We are human.

We are humans, so we talk, act and think like people not a faceless organisation. Be conversational – use everyday language, rather than complicated terms. To avoid this pretend you are talking to a parent or grandparent, would they understand the term? It's not because they aren't smart, but because they aren't surrounded by industry buzzwords.

Keep it short and simple.

Don't use five words when one will do. Don't say the same thing twice. Keep sentences short. Avoid complicated words. We prove our intelligence through clarity and confidence, not by sounding wordy.

Remember who you're talking to.

Keep in mind the people who will read what you're writing. Talk to them. Are you using the language and kinds of phrases they'll relate to?

Write in the ‘first person’.

We are a passionate group of people, not a faceless corporate machine. When referring to our organisation, we use the first person (“we”) not the third person (“it”).

Support your statements.

Facts and evidence are really important to back-up statements. These are crucial for appearing credible, but they don’t always draw people in. Use them alongside stories to really grab the reader’s attention. Use short, snappy headlines rather than lengthy, technical ones. We must be clear and direct.

Does it sound like Restless Development?

Is it said with passion and conviction? We need people to believe in what we do. Does it sound

sophisticated enough? We are down to earth but we also want to be taken seriously.

Be visionary.

Let’s focus on what will help us achieve our ultimate goals. Talk about our achievements as we go along. It’s crucial to show how our work benefits not just individuals, but wider society too.

Finally, read it out loud.

Do you sound natural? Do they pay attention? Is there anything that makes you cringe? Does it flow? Do you trip yourself up? Anything that doesn’t feel quite right needs to be changed. Trust your instinct.