

WORD CHOICE

- ✓ **STRONG VOCABULARY**
- ✓ **NATURAL**
- ✓ **MAKING A CHOICE**
- ✓ **ENERGETIC VERBS**
- ✓ **SPECIFIC NOUNS**
- ✓ **EFFECTIVE WORDS
AND PHRASES**
- ✓ **MINIMAL SLANG,
CLICHES,
REPETITION**

Word choice is the use of rich, colorful, precise language that moves and enlightens the reader.