

Advise

You might be able to...

Think about...

Make sure that you...

You should be careful to...

Don't...

If you... then you could...

I understand that you feel...

Don't worry if...

One solution might be to...

Another possibility would be to...

If you don't ...then you could...

Be careful to...

In order to avoid...

I think you should

Be confident about...

If, on the other hand... then...

Some other features:

- Formal language; friendly or professional tone
- Close relationship with the audience
- Providing reasons for a course of action
- Empathy with the audience's problem
- Several suggestions about what to do
- Use of modal verbs (e.g. might, should, could)
- Build the confidence of the reader
- Address the reader in the second person (you)
- Use imperatives (e.g. 'make sure that you', 'be careful to')
- Raise questions and give answers
- Perhaps use bullet points for lists
- Lead to a clear conclusion about action to be taken