

# Excerpts from *Dr. Campbell's Golden Nuggets*

*Or, How to Write a Good Paper!!*

## Where to start:

- ✓ Pay close attention to the title.  
Great papers often have purposeful, well-crafted, creative titles.
- ✓ Strengthen your intro.  
Strong introductions catch the reader's attention.  
Start by "sprucing up" the first 10 lines.
- ✓ Introduce quotes and provide appropriate lead-in tags with punctuation.  
NEVER leave a quotation hanging out alone!  
ALWAYS introduce quotes with lead-ins.  
Type each quote EXACTLY like the original – bad spelling and all.  
Blend summarization and paraphrasing for "balance."
- ✓ Balance paragraphs to avoid long or short "misfits."
- ✓ Make sure every citation has a match on your source list.  
NEVER use source material without proper citations!
- ✓ Maintain a consistent verb tense (*ex. when analyzing texts, use present throughout*).
- ✓ Maintain a consistent point of view (*ex. avoid shifts to second-person "you" when third-person academic is the dominant point of view*).
- ✓ Provide clear pronoun references (*especially "it," "this," and "that"*).
- ✓ Always seek out a second person such as a friend or tutor to review your paper.  
Your own eyes may miss certain mistakes!