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!