

The lead doesn't relate to what follows.

It's vague. "We had fun and stuff."

Run on sentences are common

The reader cannot follow the
writer's arguments; they do not
make sense.

The reader is very bored because
the writer sounds so bored.

The writer changes tense mid sentence. “As we were walking along, the deer jumps.”

The tone is too informal for a
business letter.

It's hard to read aloud. It sounds
choppy.

The reader cannot picture the
room the writer is trying to
describe.