

The player should realize that each set of clues maps to a word square (a square where the first vertical word must be the same as the first horizontal word, same for the second, third). I could make this more explicit if they're not going to have access to the internet/Wikipedia. Then they should realize that each set of three clues creates a word square. Solving, they get:

TSE Doubled, a deadly fly

SHY Can modify a lock or a guy

EYE Part of many fair trades

SPA You might end up here if you're in hot water

PER A reverse rep.

ARC $\frac{1}{2}$ pi r squared theta

OOH Exclamation of pleasure

ONI Demon from the Far East

HID ...and sought?

WED Tie the knot

EON A long time

DNR Medical term – not desiring CPR

DRY Can modify a wall or cleaning

RIO Her name is...?

YON An archaic word; also, Johnson from a kids' song.

FLY Last seen in the honey, not the vinegar

LIE Act as a lawyer

YER Slang for 'your'

SAD Said incompletely

ATE Masticated and ingurgitated

DEL One of CTRL's best buddies

IAN Bond creator and powerful wizard

ANY Not too picky

NYE Science guy

After this, by reading along the diagonals (which the "orthogonal is not enough" hints at), they get "THE SECOND WORD IN FIRST LINE", which is "NORMALLY".