

## CONTENT, CLARITY, CORRECTNESS

**PHASE 1—Content:** Block out information in a rough draft. The objective of the phase-one revision is to make sure you have on paper everything you want to say in the order you want to say it. Use the strategies on second page.

- Write quickly and don't worry about your audience judging you.
- Don't worry about grammar and spelling
- Add, cut, and paste.
- Check your organization and content against the outline or template.
- Expand certain sections that seem inadequately developed
- Cut or condense other areas that are not as important as you thought at an earlier stage.
- Make sure that message elements that appear in one section of the document don't belong in another section.

**PHASE 2—Clarity:** Make it easy to understand. Objective here is to make sure you are getting your message across using the most effective formatting and language. In keeping with the general rule to deal with larger issues before small, get your paragraphs in shape first, then deal with your sentences

Format it right:

- Are all paragraphs following the seven line rule?
- Are opportunities to use some lists or headings?

Make sentences easy to read:

- Highlight any sentences that are stiff, wordy, overly long or convoluted.
- Fix them by identifying hidden verbs and then building active voice clauses around them.
- Highlight 'to be's until you see them without effort
- Identify passives and ask whether active would work better. If so, flip to active.

Make it compelling:

- What are your key insights?
- Are there opportunities for rhetorical questions, repetitions, catalogs, defining contrasts, or word play?
- Can you make them stickier? Are there opportunities for improving signal strength, surprise, concreteness/vividness?
- Are there opportunities to use emotion and story?

**PHASE 3—Correctness:** Objective here is to make sure you've caught all your typos and usage mistakes.

- Read it out loud
- Look for agreement problems
- Look for pronoun case problems
- Look for dangles
- Look for punctuation problems: coordinating conjunction rule, conjunctive adverb rule.

## The Four Basic Organizational Strategies

	<b>Informative</b>	<b>Request</b>
<b>Direct</b>	<u>Direct Informative</u>	<u>Direct Request</u>
Opening	<ul style="list-style-type: none"> <li>• Set the table. -background, purpose (primary objective), preview (when using A-heads)</li> </ul>	<ul style="list-style-type: none"> <li>• Background</li> <li>• Purpose: establish request in general terms.</li> </ul>
Body	<ul style="list-style-type: none"> <li>• Exposition using lists, tables, charts, and other tools</li> <li>• Synthesis: connect the dots with summaries, conclusions, recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• Provide clear, well-developed explanation of request.</li> <li>• focus: highlighting &amp; tight, coherent paragraphs</li> </ul>
Close	<ul style="list-style-type: none"> <li>• Response mechanism</li> <li>• Secondary Objective.</li> </ul>	<ul style="list-style-type: none"> <li>• Make specific action request. -State deadline and make it easy.</li> </ul>
<b>Indirect</b>	<u>Bad News</u>	<u>Persuasive Requests</u>
Opening	<p><b>Top Bun</b></p> <ul style="list-style-type: none"> <li>• Background:</li> <li>• Buffer: Show consideration to promote good will. Minimize damage to the relationship.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish common ground: Create a receptive space.</li> <li>• Avoid controversy in opening; ease into it.</li> </ul>
Body	<p><b>Cheese</b></p> <ul style="list-style-type: none"> <li>• Develop clear reasons. -Make reader see it from your point of view.</li> </ul> <p><b>Meat</b></p> <ul style="list-style-type: none"> <li>• Be clear, firm, and gracious in stating the bad news. -But get in &amp; out quickly.</li> <li>• Suggest alternative solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Establish <u>motivating problem</u>. -Why is there an urgent need to act.</li> <li>• Show your <u>solution</u> is best. -Prove that it eliminates cause of motivating problem (1°/2° benefit) -Prove that it is superior to other solutions. (Anticipate objections where necessary.)</li> </ul>
Close	<p><b>Bottom Bun:</b> Goodwill gesture</p> <ul style="list-style-type: none"> <li>• Bad news does not define the relationship. Future is open.</li> </ul>	<ul style="list-style-type: none"> <li>• Make specific action request. -State deadline -Make it easy</li> </ul>