



POWER WRITING TIPS

Fall 2008 Issue



Newsletter Spotlight



Organization

Time is valuable. Help your readers find information fast by organizing your message.

Quotable Quote

"Don't agonize. Organize."

Florynce Kennedy

Organize for Results

Six simple organizing tips can improve the productivity of your documents. These tips provide the following **benefits**:

- Getting and keeping the reader's attention
- Making information usable and easy to find
- Improving organization by categorizing
- Increasing clarity and conciseness

Tip 1. Get to the point. Frame the topic in the first three sentences to keep readers' attention and boost understanding.

Tip 2. Limit each paragraph to one idea. Keep the message clean and clear.

Tip 3. Keep paragraphs to no more than ten typed lines. If it gets longer, make a new paragraph—even if you are still discussing one topic.

Tip 4. Aim for no more than 15 to 20 words per sentence. This improves readability and keeps structure manageable.

Tip 5. Guide readers with headings. Categorize information with headings to improve organization and logic.

Tip 6. Use bulleted or numbered lists to emphasize content details. This makes complex material more readable and avoids dense paragraphing that impedes comprehension.

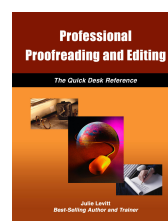
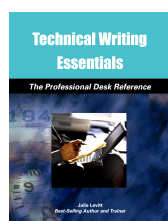
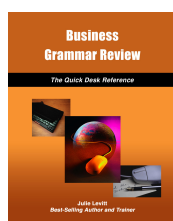
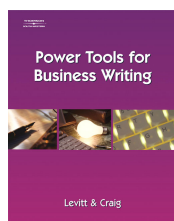
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