

Appendix D

WRITE TO INFLUENCE! IN A NUTSHELL

1. **Proofread!** Check your text for every, single item listed below. Note: I specifically state, “every, single” for emphasis ... like a drumbeat ... every, single item ... boom, boom, boom ... one by one!
2. **Apply the formula, “Who-does-what-to-whom?”**
3. **Write clear, succinct sentences. Avoid bureaucratic gibberish.**
4. **Review your draft, purge useless and redundant words, and revise the product.** Note: This action—and the thought process—are separate from proofing. Useless and redundant words are distinct flaws. Purge both.
5. **Be consistent in presenting terms, dates, and acronyms.**
6. **Use commas; semicolons; and abbreviations such as *i.e.*, *e.g.*, and *etc.* correctly—please!** Review Appendix B.
7. **Present your message logically.** Base it on the inverted triangle (big picture to fine detail) or the upright triangle (fine detail building to the big picture), or another determined strategy.
8. **Maintain focus as you write. Don’t inadvertently open garden gates.**
9. **Know your audience.** Provide needed information in language the audience understands.
10. **Underpin the message with facts and figures to give it focus, dimension, and impact.**