

10

Clear ideas

To help you think clearly
& write what you mean.

#1

You're a creative genius!

Acknowledge that. Your readers love it!

#2

Why am I writing?

#2

Why am I writing?

We write to inform or persuade.

#3

Who is my reader?

Visual – *learn by seeing*

Auditory – *learn by hearing*

Tactile – *learn by touching & feelings*

#4

What do I want
my reader to learn?

#4

What do I want
my reader to learn?

What is it about the facts that will
inform or *persuade* my reader?

#5

What do I expect
to accomplish?

Tell Sell Consult Join

Tell

I want my reader to
understand the information.

Sell

I want my reader to
make a decision.

Consult

I want interaction
within my control.

Join

I want cooperation
and enthusiasm.

Tell

After reading this newsletter article, our readers will know the new park opens on March 1st.

Sell

After reading this email, Joyce will use the photo I think is best for the brochure cover.

Consult

After this phone call, Debbie will send me the date, time, and location for the meeting with Roger.

Join

After this lunch meeting, my staff will agree to email me descriptions of their project roles by 4:30_{pm} today.

Clear objective

What am I writing?

Who is my reader?

What do I want to accomplish?

#6

Plan Write Revise Edit

#6

Plan Write Revise Edit

Thrill yourself with your own writing!

#7

Be a sales pro!

Your readers make decisions
based on *benefits*, not features.

#8

Be inspired!

Read everything you like, and
several things you don't.

If you copy from one person,
it's plagiarism. If you copy
from ten people, it's research.

#9

Ask simple questions.

Who What Where
When How Why

One of the best is:

“So what?”

Listen to your readers.

#10

Be clear!

Nothing else is more important.

Enough

Enough = f

Though

Though = 0

Enough = f

Though = 0

root

root

roots

foot

foot

foots

foot

feet

boot

boot beet

boot boots

daughter

daughter

laughter

Letters and words aren't the only symbols we use.

+ = $\sqrt{\quad}$ %

Letters and words aren't the only symbols we use.

+ = $\sqrt{\quad}$ %

lol #yolo OMG! :-)

Letters and words aren't the only symbols we use.

+ = $\sqrt{\quad}$ %

lol #yolo OMG! :-)

. ? ” ,

,

Let's eat mom!

Let's eat, mom!

A woman without her man is nothing.

A woman, without her, man is nothing.

How do you pronounce this word?

ghoti

Hint: laugh women action

Hint: laugh women action

Hint: laugh women action
f

Hint: laugh women action
f i

Hint: laugh women action
f i sh

How do you pronounce this word?

ghoti = fish

See these 10 Clear Ideas, and more at
www.JohnSturtevant.Com/TML

Thank you!

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