|  |  |  |
| --- | --- | --- |
|  | Suggestions | Brainstorms |
| A | **Audience**   * Consistency: stick to one audience * Tone: get the reader on your side   + Not a dissertation   + Not a casual conversation with a co-worker |  |
| B | **Big Idea**   * Usability: Who will this be helpful for? Why?   + 5 easy tips for…   + One interesting acronym…   + 10 simple steps to…   + 3 quicks ways to…   + A checklist for… * Examples: visuals are key to “showing” your idea   + think of a visual teachers will photocopy and share at a grade level meeting   + make your own teacher examples |  |
| C | **Clarity**   * Perfect APA * Perfect reference section * One main idea per paragraph * Word choice consistency * Definitions with follow up examples are good   + Talk it, not about it * Use subheadings * Limit pronouns * Limit acronym use * Have research support for strong statements or soften your word choice |  |