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|  | 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
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| 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
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| 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
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