



OCTOBER 2017

WRITING THAT WINS

TIPSHEET

Questions to Answer

1. What do you want readers to **feel**?
2. What do you want readers to **know**?
3. What do you want readers to **do**?
4. Why does it **matter**?
5. Why does it matter **now**?

Tips for Drafting and Revising

- Draft “scaffolding” you’ll remove later
 - Start with “I am” or “I feel” and just write the emotion. And/or get real swears and clean it up
- Read your draft out loud
- Highlight all your adjectives and try to swap them for something stronger
 - Do the same with verbs
- Vary your sentence lengths and structures
- Rule of threes
- Simplify your sentences
- Begin and end your sentences with the most powerful words
- Look at only the text you’ve bolded

THE WRITE4 FRAMEWORK

DEFINE THE MOMENT	AIM FOR THE HEART
Why act *now*?	Why should I feel sad, angry, inspired, or outraged?
CONVINCE THE SKEPTICS	SPEAK TO IDENTITY
How will my action create change? Where is my money going? Why should I trust you?	What does participation say about the kind of person I am? Am I making the change or is your org?