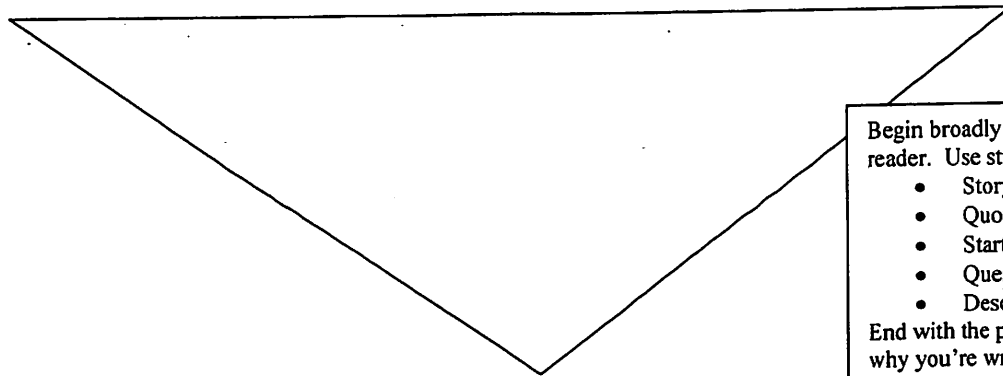


Planning your way to effective on-demand writing



Begin broadly to engage your reader. Use strategies such as

- Story or anecdote
- Quote
- Startling statistic
- Question (s)
- Description, etc

End with the point of the piece, why you're writing and what you want from the reader.

transition



Reason or point one

Reason or point two

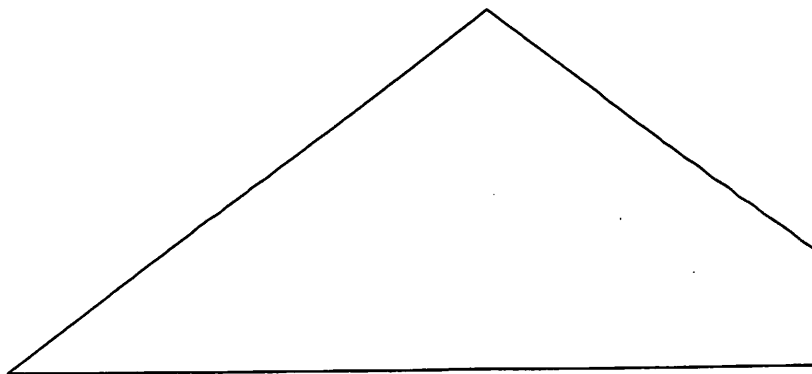
transition



Reason or point three

Each body paragraph should begin with the reason or point you're making, along with support for that point. Support can take the form of

- Contrasts/ comparisons
- Embedded stories or examples from your own lives/ experiences
- Facts the reader needs to know
- Statistics that support your viewpoint
- The history of the incident that led up to you want to get done
- Quotes from folks involved in the situation
- Descriptions that help to pull the reader to your point of view
- Comparisons, contrasts, analogies
- Scenarios of what might result if the problem isn't attended to



Begin with a restatement of the point you're making or what you want the reader to do. Broaden out and conclude by

- Finding a solution
- Summarizing your points
- Ending with a quote
- Leaving the reader with a challenge or something to think about
- Projecting the future
- Answering the question you began with or somehow going back to how you began