

Seven Principles of Effective Writing

Document Type	What do you write? (i.e., Emails, Policies, Website Content)
1. Audience	Who is (My Audience)? What does (My Audience) expect? 
2. Purpose	Why am I writing? (Purpose). Where will the (Document Type) be accessed? (Print, On-line, Mobile, Desktop) 
3. Content	The (Audience) and the (Purpose) determine the expected (Content). Keep it simple Pinocchio to provide clarity. 
4. Organization	Does the (Organization) make the (Content) easy to access? (Tables, Post-it Notes, Lists, and Headers) 
5. Style and Grammar	Refer to local and national standards. Remember the details of the Chocolate Chips! 
6. Presentation	Does the (Presentation) match the (Content)? 
7. Revision	When there are no mistakes, your Audience will not notice. However, they will notice when there is a mistake.  <p>Take time to (Revise).</p>

Seven Principles of Effective Writing

Document Type	What do you write? (i.e., Emails, Policies, Website Content)
1. Audience	Who is (My Audience)? What does (My Audience) expect? 
2. Purpose	Why am I writing? (Purpose). Where will the (Document Type) be accessed? (Print, On-line, Mobile, Desktop) 
3. Content	The (Audience) and the (Purpose) determine the expected (Content). Keep it simple Pinocchio to provide clarity. 
4. Organization	Does the (Organization) make the (Content) easy to access? (Tables, Post-it Notes, Lists, and Headers) 
5. Style and Grammar	Refer to local and national standards. Remember the details of the Chocolate Chips! 
6. Presentation	Does the (Presentation) match the (Content)? 
7. Revision	When there are no mistakes, your Audience will not notice. However, they will notice when there is a mistake.  <p>Take time to (Revise).</p>