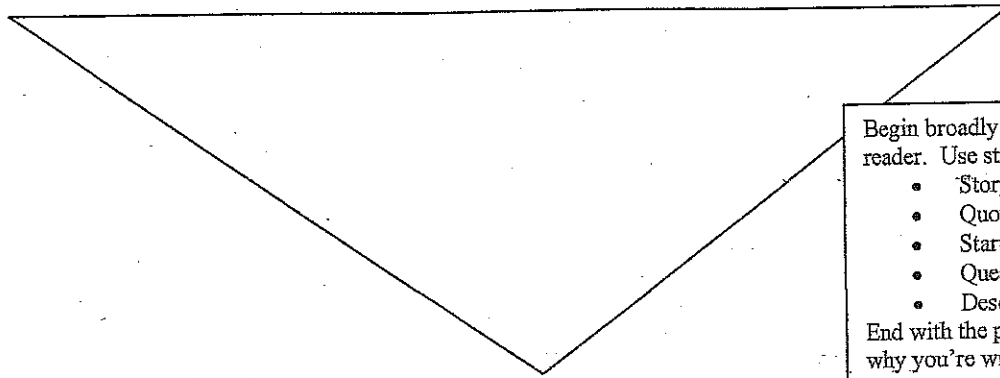


Planning your way to effective on-demand writing



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

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

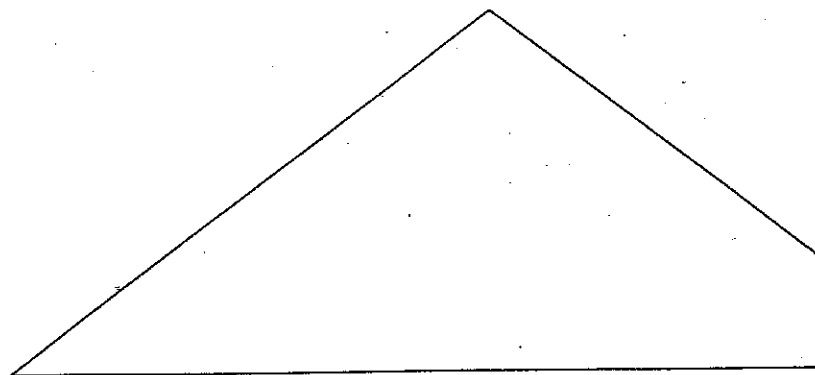
transition

Reason or point two

The history of the incident that led up to you want to get done
Quotes from folks involved in the situation

Reason or point three

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