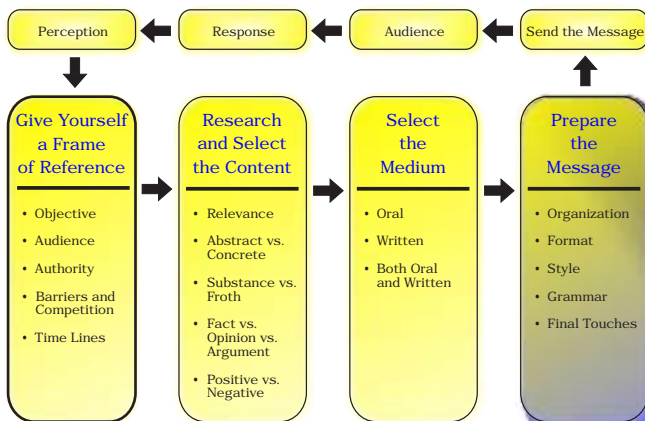


Writing for Results

A Step-by-Step Model for Executive Documents



Prepare the Message

- Organization
- Format
- Style
- Grammar
- Final Touches

You write with ease to show your breeding,
but easy writing's curst hard reading.

Richard Brinsley Sheridan

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INTRODUCTION

For some, it can be overwhelming to sit down and face a blank piece of paper. Others find they can start to write with ease. Either way, it can be helpful to break the writing process down into manageable tasks. Those tasks are:

- organize the content and write a first draft;
- select or design a format and blend it with the text;
- edit the style;
- edit the grammar; and
- apply final touches to the document before sending it on its way.

The balance of *Writing for Results* examines those tasks in detail.