

A 14-Level Format: Briefing Notes in a Binder

Until now, I've been developing the format for the briefing note on New Brunswick alone. It's now obvious that this will be a substantial body of material by the time I've finished all seven briefing notes.

To accommodate them all, I decide to house them in a binder. And to do that will require another quantum leap in format levels — from seven levels up to ten.

Once all seven levels are in a binder together, I decide that I need to add both a table of contents and a summary covering all seven briefing notes. However, I also keep the table of contents and the summary at the beginning of each briefing note.

That plus a covering memo (four more format levels) brings me up to 14 levels. It sounds like a lot of work, and it is. But with a message of that complexity, you will need to work hard at formatting if you want your audience to digest it with ease. Otherwise, there is no point in writing it.

Figure 20 on the next page shows how the 14-level format structure would look.

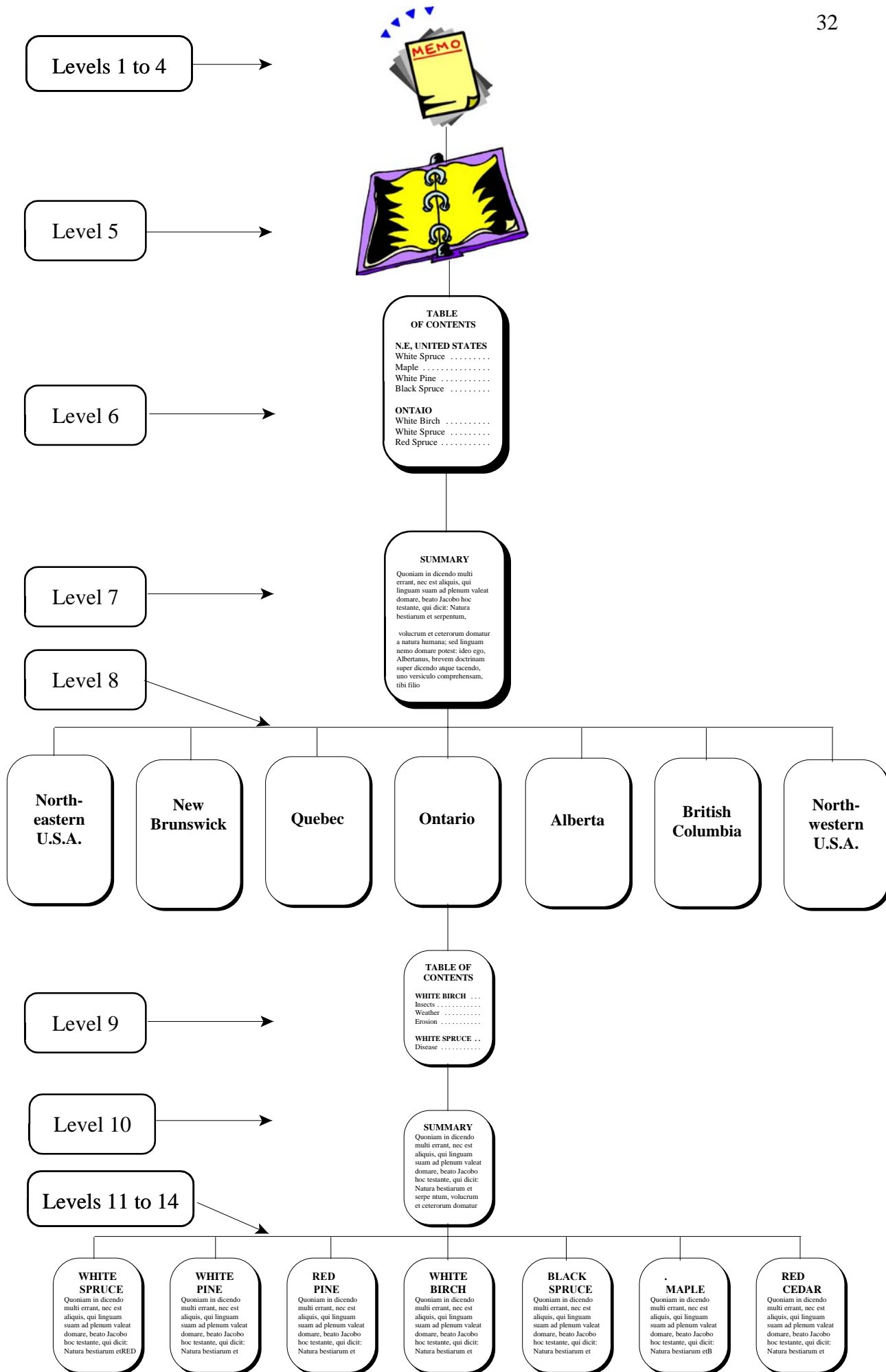


Table 20