

Let Structure Deliver Your Message



what's coming
what's important
how it's relevant

Openings: Point-First Writing

"What's Coming", "What's Important", and "How It's Relevant"

Headings

The Owner Requires a Parking Spot

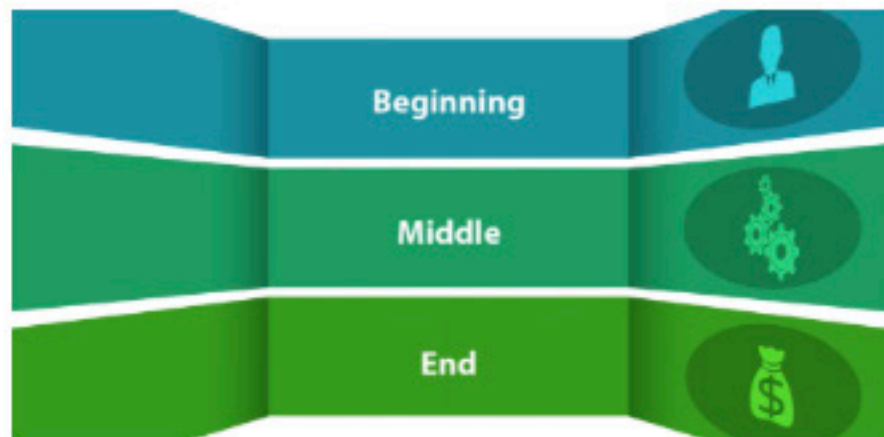
The Owner's Rights are Clearly Defined in the Condominium Act

The Board Must Provide a Parking Spot

Proposed Solutions

Descriptive Headings

Feed the Reader in Chewable Chunks



Point-First Writing and Stress Positions

Put Important Information First and Last



The Final Check on Organization

You've only got a few minutes - spend them here