

**VOICE -**

Gives the writing personality and a "sound of its own"

- \* say what you truly think and feel
- \* think about your reader
- \* be yourself

**IDEAS -**

The message or reason for writing your paper

- \* pick something important to you
- \* keep it small
- \* skinny it down
- \* make your ideas crystal clear
- \* avoid general statements

**WORD CHOICE -**

Precise and colorful words

- \* verbs are important too
- \* keep vocabulary natural
- \* specific words create vivid pictures in the reader's mind

**ORGANIZATION -**

Gives your writing direction and moves your reader

- \* begin with a strong lead
- \* hook the reader
- \* order your details
- \* make your last sentence count
- \* something to think about

**ORGANIZATION -**

Gives your writing direction and moves your reader

- \* begin with a strong lead
- \* hook the reader
- \* order your details
- \* make your last sentence count
- \* something to think about

**CONVENTIONS -**

Make your text correct and easy to read.

- \* spelling
- \* punctuation
- \* grammar/usage
- \* paragraphing