

Exhibit 6.1, The Writing Process

The Three-Step Writing Process

This three-step process will help you create more effective messages in any medium. As you get more practice with the process, it will become easier and more automatic.

Plan

Analyze the Situation

Define your purpose and develop an audience profile.

Gather Information

Determine audience needs and obtain the information necessary to satisfy those needs.

Select the Right Medium

Select the best medium for delivering your message.

Organize the Information

Define your main idea, limit your scope, select a direct or an indirect approach, and outline your content.

Write

Adapt to Your Audience

Be sensitive to audience needs with a “you” attitude, politeness, positive emphasis, and bias-free language.

Build a strong relationship with your audience by establishing your credibility and projecting your company’s image. Control your style with a conversational tone, plain English, and appropriate voice.

Compose the Message

Choose strong words that will help you create effective sentences and coherent paragraphs.

Complete

Revise the Message

Evaluate content and review readability, then edit and rewrite for conciseness and clarity.

Produce the Message

Use effective design elements and suitable layout for a clean, professional appearance.

Proofread the Message

Review for errors in layout, spelling, and mechanics.

Distribute the Message

Deliver your message using the chosen medium; make sure all documents and all relevant files are distributed successfully.

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