



BEST PRACTICES

The Three Cs of Putting Pen to Paper:

- ✓ Concise: Use plain language, active voice, and avoid jargon.
- ✓ Creative: Engage people with your title and first sentence, make them want to continue reading; use storytelling.
- ✓ Critical: Have someone read it who knows nothing about your discipline. Do they get it? If not, rewrite and simplify.

PLANNING MY ABSTRACT

Your expertise and written abstract can offer the [gift of an idea](#). Ideas often start with “What if” or “What happens when.”

My idea question, starting with “What if,” “What happens when,” or similar:

What led me to ask this question? Give some background and be sure a non-expert can understand the rationale and need:

How I plan to address my idea question (your “research plan”). Include a clear and concise description of your methodologies:

Abstract Preparation Template



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Limitations, challenges, and assumptions (state them and explain them):

Solutions (present these clearly, simply, and tie them back to your original idea question):

Impact (if you solved your idea question, how would it change your work, the work of others, or impact lives in general?):

SUMMARY

My Abstract (<250 words, summarizing just your key points above)

Elevator Speech

(Spoken, it reveals your idea, approach, and value in <1 min)