Ask yourself: Before you start writing

I should. . .

I want to. . .

Ask yourself:

What is my purpose?

share information → think about what my readers want to know. My purpose is to share clear, factual information; not to offer opinions.

tell a story → decide what the story is about and what parts will be the most interesting to my readers. My purpose is to describe events that happened in the past. I need to tell them in the order they occurred.

convince someone → think about what I am arguing for and what my readers might believe. My purpose is to persuade them that my ideas are correct.

My writing should. . .

My audience. . .

Ask yourself:

Who is my audience?

does not know much about my topic →
- include background information that explains the topic.
- include information that will interest my readers.
- let my readers know that my ideas are important.

are experts in my topic →
- include accurate details.
- include new ideas.
- include analysis of the topic.

may not agree with me →
- include details that will convince readers that I am correct.
- acknowledge their point of view on the subject.
- include new ideas.