

What do we write ?

Message

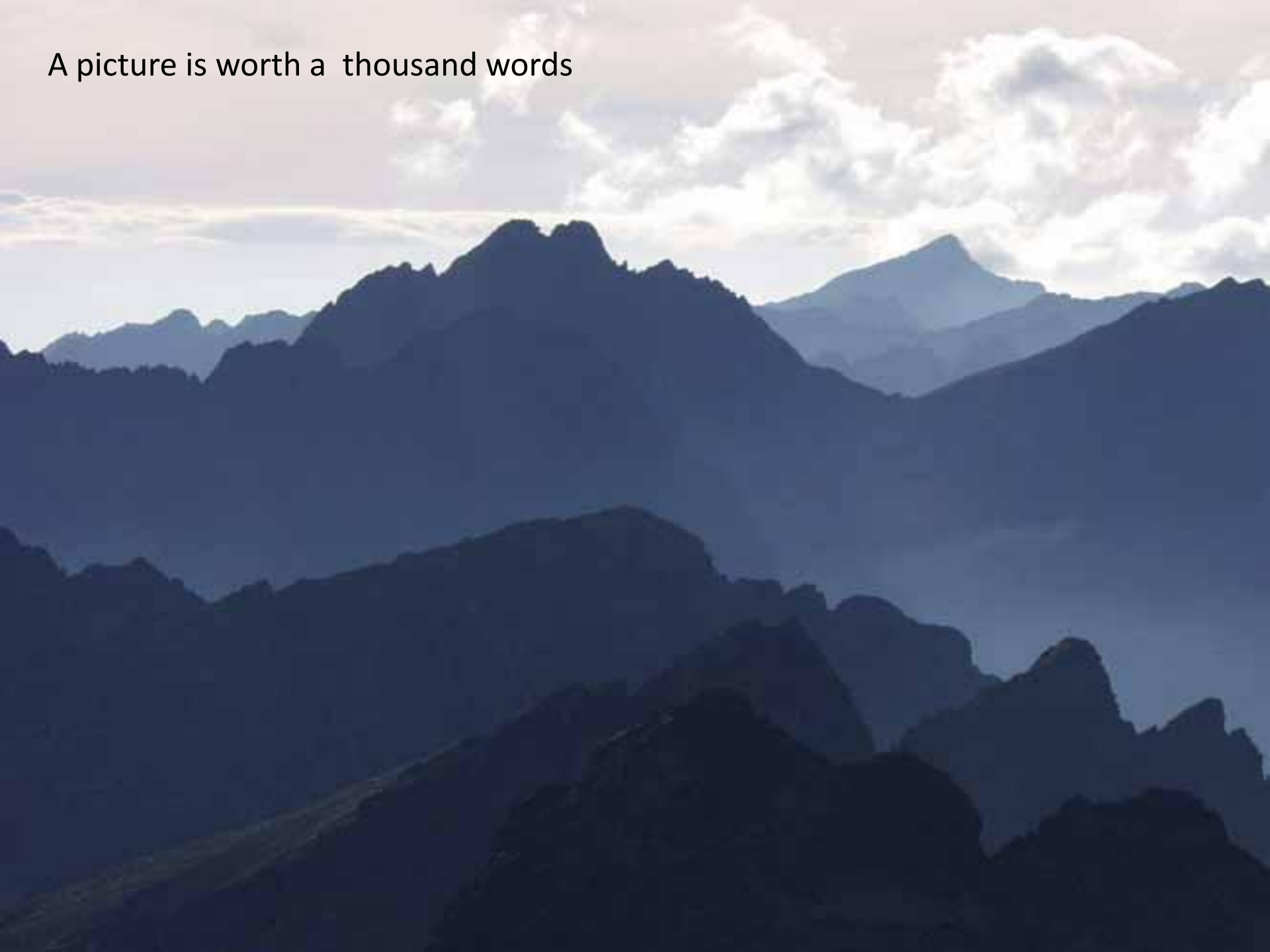
Let's eat grandpa.
Let's eat, grandpa.

**correct punctuation can
save a person`s life.**

Media/Channel



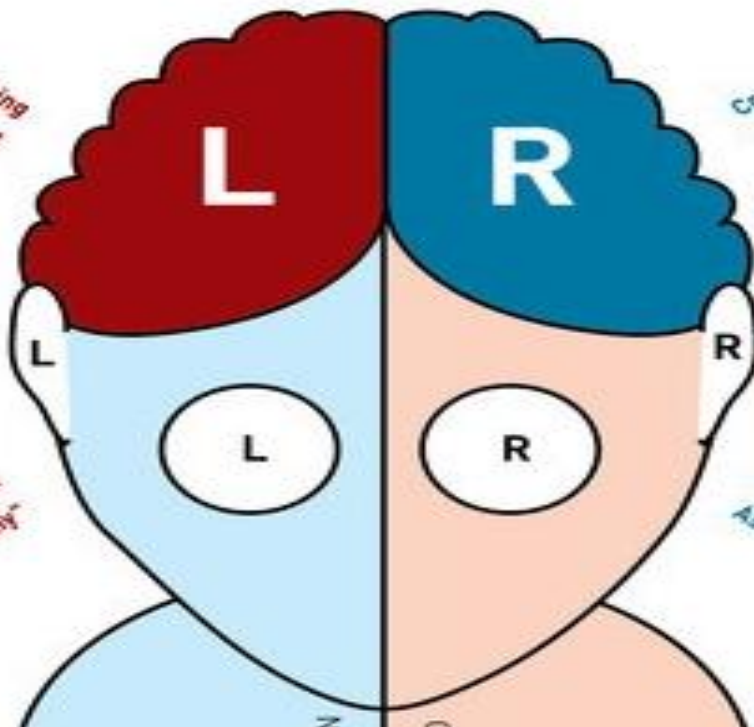
A picture is worth a thousand words







Linear thinking
Detail / fact oriented
Reading / phonics / language / talking
Auditory / listening
Like the "parts" before the "whole"
Logical
Numbers
Time-oriented
Prefers true / false to multiple-choice
Doesn't like to take risks
Looks for differences
Prefers things with concrete rules / definitions
Asks "how" more often than "why"



Creativity
Like shapes / patterns
Singing / music / theater / art
Visualizations
Likes to see the "whole" picture
Emotional
Colors
Active
Prefers essay tests to true / false
Willing to take risks
Finds similarities
Sensitive to thoughts / emotions
Asks "why" more often than "how"

YELLOW

YELLOW	BLUE	ORANGE
BLACK	RED	GREEN
PURPLE	YELLOW	RED
ORANGE	GREEN	BLACK
BLUE	RED	PURPLE
GREEN	BLUE	ORANGE

Structure

way content is presented

Style

way content is written

Content

what you are writing about

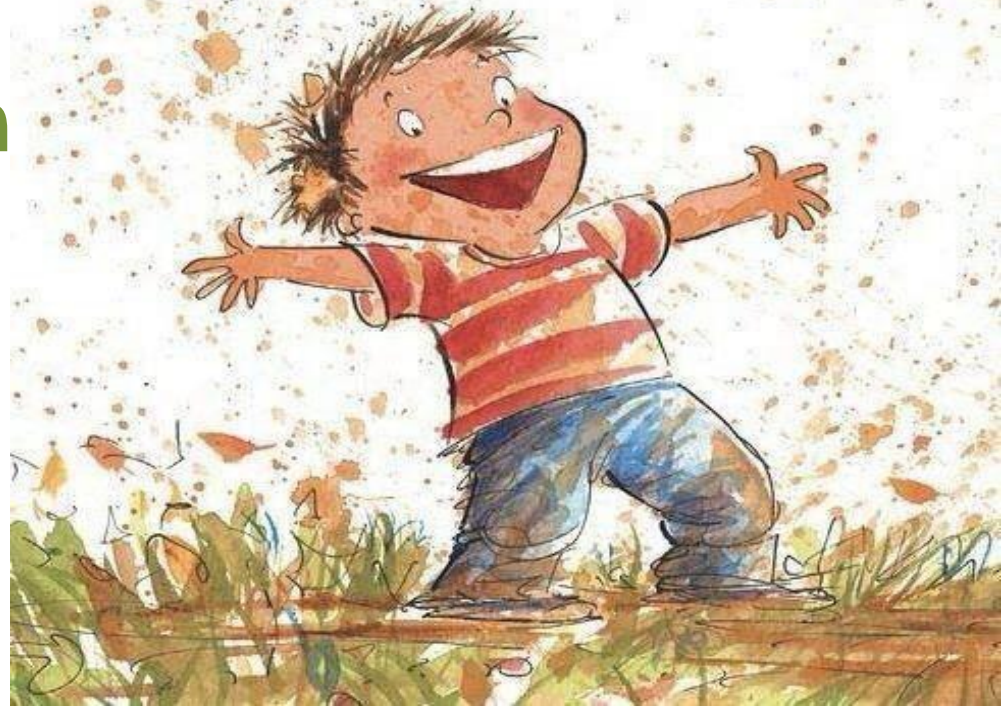
Dirt on My Shirt

There's dirt on my shirt

And leaves in my hair

There's mud on my boots

But I don't really care



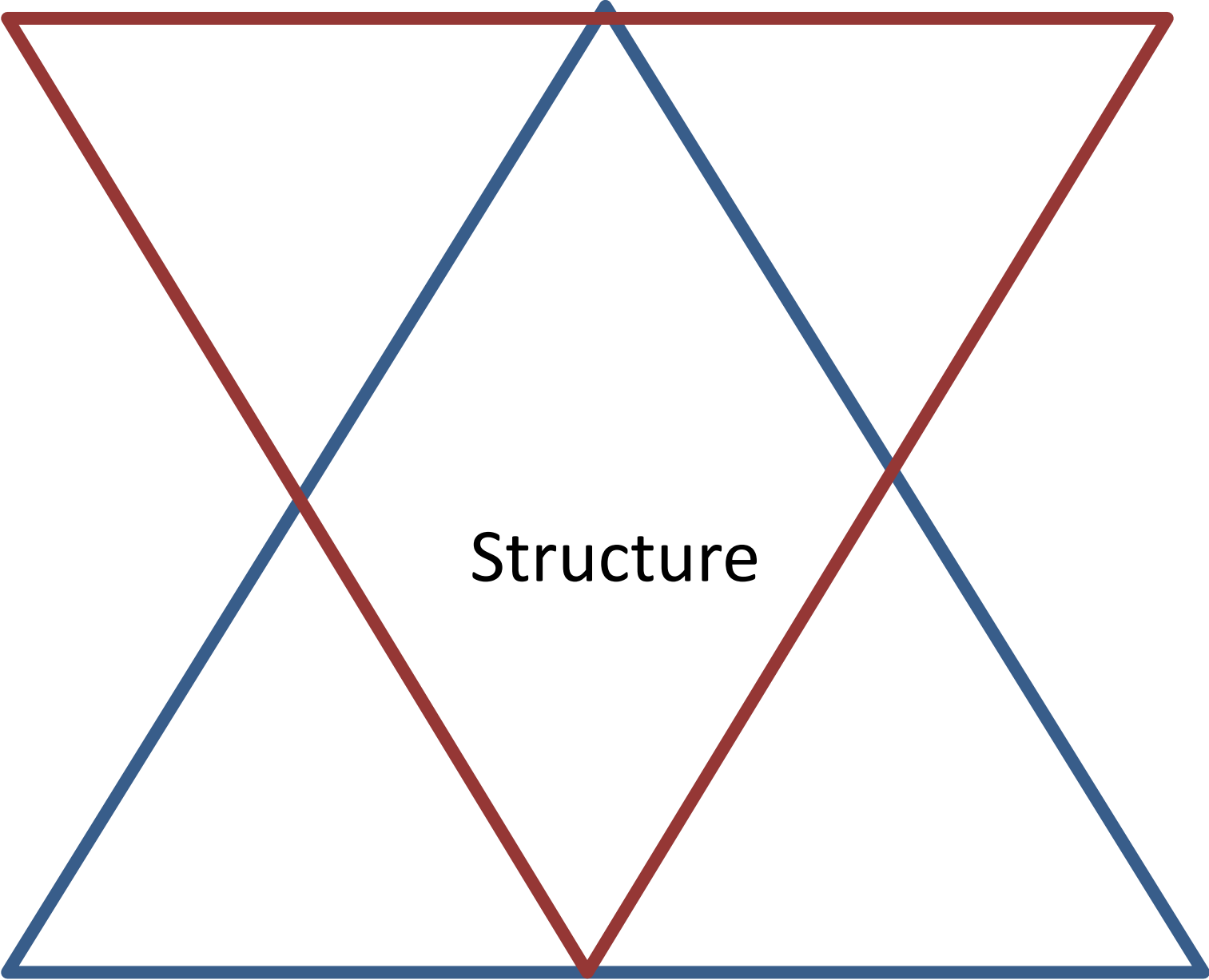
Clarity, Brevity, Simplicity, Humanity, Authenticity

Style

Political organisation administered via the populace, intended for the employment of the general community on behalf of each and every one of the citizens of the nation

Government of the people, by the people, for the people

Technical - Creative



Structure

Avoid jargon

Buzzword Salad

This kind of writing is easy to recognize. It's full of fashionable buzzwords. Because buzzwords sound impressive and convey no precise meaning, they are very useful in business management, politics...

Current buzzwords of choice include "team," "process," "interactive," "empowerment," "ownership," "strategic," "assessment," "competency," "customer satisfaction," "validate," "support," "asset," "environment," "parameter," "maximize," "focus," "network" "leverage," "system," "paradigm." and "N2000"

Combine as many of these words as you like to create meaningless sentences or phrases. 😊

Long complex sentences

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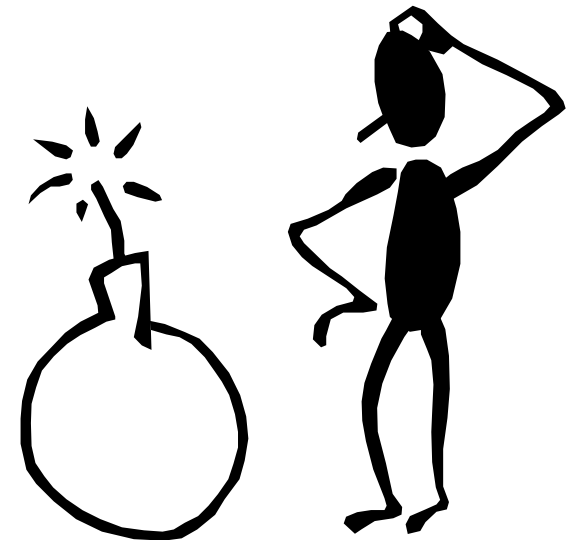
Existing is being unique. Existence, reality, essence, cause, or truth is uniqueness. The geometric point in the centre of the sphere is nature's symbol of the immeasurable uniqueness within its measurable effect. A centre is always unique; otherwise it would not be a centre. Because uniqueness is reality, or that which makes a thing what it is, everything that is real is based on a centralization.

Density

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Reports that say that something hasn't happened are always interesting to me, because as we know, there are known knowns ; there are things we know we know. We also know there are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns -- the ones we don't know we don't know. And if one looks throughout the history of our country and other free countries, it is the latter category that tend to be the difficult ones.

Donald Rumsfeld



Lack of Clarity

Before

This is a multipurpose passenger vehicle which will handle and manoeuvres differently from an ordinary passenger car, in driving conditions which may occur on streets and highways and off road. As with other vehicles of this type, if you make sharp turns or abrupt manoeuvres, the vehicle may roll over or may go out of control and crash. You should read driving guidelines and instructions in the Owner's Manual, and WEAR YOUR SEAT BELTS AT ALL TIMES.

After

,.....



WARNING: HIGHER ROLLOVER RISK



**Avoid Abrupt Maneuvers
and Excessive Speed.**

Always Buckle Up.

**See Owner's Manual
For Further Information.**



Editing

1. Before

When the process of freeing a vehicle that has been stuck results in ruts or holes, the operator will fill the rut or hole created by such activity before removing the vehicle from the immediate area.

After

If you make a hole while freeing a stuck vehicle, you must fill the hole before you drive away.

2. Before

This regulation governs disaster assistance for services to prevent hardship caused by fire, flood, or acts of nature that are not provided by FEMA or the Red Cross.

After

This regulation governs disaster assistance that:

- (a) Consists of services to prevent hardship caused by fire, flood, or acts of nature; and
- (b) Is furnished by a provider other than FEMA or the Red Cross