## Structure, Reader Focus, and Mechanics

|  |  |  |  |
| --- | --- | --- | --- |
| **Effective writing** | **Yes/ No** | **Comments** | **How could I improve?** |
| **Good organization** |  |  |  |
| The purpose is clearly stated. |  |  |  |
| The main message is stated up front, close to the beginning of the document. |  |  |  |
| Similar information is grouped and labeled. |  |  |  |
| The text has an established and evident hierarchy of organization. |  |  |  |
| The text has one idea per paragraph. |  |  |  |
| **Reader focus** |  |  |  |
| The document anticipates questions the reader might ask. |  |  |  |
| The reader’s questions are answered in a logical sequence. |  |  |  |
| The document sets up and fulfills expectations for the reader. |  |  |  |
| **Mechanics** |  |  |  |
| Spelling, grammar, and punctuation are consistent and appropriate. |  |  |  |
| The document uses visual techniques to support the logic of the text. |  |  |  |

## Style and Tone

|  |  |  |  |
| --- | --- | --- | --- |
| **Effective writing** | **Yes/ No** | **Example** | **How could I rephrase?** |
| The document is concise with no redundancy. |  |  |  |
| The document uses verbs (rather than nouns) to express actions. |  |  |  |
| The document uses mostly active-voice verbs. |  |  |  |
| The document uses an appropriate and consistent tone. |  |  |  |