

50 Reader-centered writing

You attitude/audience-centered
Clear explanation
Logical discussion
Specifics to “show” points rather than general statements
Uses pronouns, active voice for positive ideas
Conversational writing style
Does NOT copy case wording

30 Coverage of important case information in appropriate order

Direct message protocols
 Begins with purpose statement
 Uses active voice
 Responds to prompt with specifics/relevant details
 Provides possible solution/s/
 Ends with request or recommendation for action/pleasant closing
Little extraneous explanation or information (does not overexplain)
Order of material in case not the same as appropriate for explanation – logical order
Avoids negative words, uses passive voice only for negative ideas
Gets action at end if appropriate
Provides sense of closure at the end if no action

Use of emphasis and subordination
 Descriptive headings
 Subordinate clauses
 Transitions between paragraphs
 Useful paragraph divisions

10 Correct letter/memo format

10 Style/Proofreading

Avoids fatal errors by using correct punctuation, capitalization, spelling (minus 1 for each fatal error)
Correct syntax, diction
Professional language and appearance

