

Essential Guide to Good Writing

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WRITING EFFECTIVELY

Planning your writing

Whatever you are writing, it is important to think about it first. If you plan your writing well, it will be clear, accurate, and effective.

You may think that planning your writing is just one extra job and a waste of time, but in fact good planning will probably save you time as well as make your writing better.

Planning does not necessarily take a lot of time, and a plan will help you:

- organize your thoughts
- make sure you are clear about what you want to write
- make sure you have all the information you need
- make sure you don't leave anything out

Key point to remember

Planning will save you time and make your writing more effective.

Before you start to write, the most important question to ask yourself is: What am I trying to achieve?

The best way to be clear about this is to ask three questions:

1. **Who** is this writing for?
2. **What** do I want to say?
3. **Why** do I want to say it?

Imagine, for example, that you really like animals, and you need a holiday job, so you decide to write to the local zoo. In this case, the answers to the questions above could be:

1. The manager or personnel officer of the zoo.
2. That you want a summer holiday job. That you love animals and worked on a farm last year.
3. Because you want to get a holiday job in a zoo.