

The "Write" Traits



IDEAS

My main idea is clear & focused.
I have intriguing, important details.
There are no fillers, no generalities.
I have put the reader "at the scene".



ORGANIZATION

I have a strong, compelling lead.
I have strong transitions.
My conclusion provides closure.



VOICE

My writing is individual, striking and confident.
My writing has read-aloud appeal.
My writing is appropriate for the audience and purpose.
My writing is full of energy, life and enthusiasm.



WORD CHOICE

I have clear, precise words that enhance the meaning.
I have sensory details where needed.
I have strong verbs.
My writing is concise, clear and clutter free.



SENTENCE FLUENCY

This is easy to read out loud.
My sentences are varied in length and sentence type.



CONVENTIONS

My work is edited top to bottom.
My work is ready to publish.