

ORGANIZATION

- ▶ Inviting introduction gets you started & then allows the writer to drive from there
- ▶ Thoughtful transitions link key points & ideas
- ▶ Sequencing is logical, purposeful, and effective
- ▶ Pacing-speeding up for wide angle/slowing down for close-ups-is under control
- ▶ Conclusion wraps it all up and leaves you thinking...

KEY QUESTION:

Does the organizational structure enhance the ideas and make it easier to understand? Or does it overpower the ideas like too much perfume in a crowded elevator?