

IDEAS & CONTENT

(DEVELOPMENT)

- **THE TOPIC IS NARROW AND MANAGEABLE**
Ralph Fletcher: "The LARGER the topic, the smaller you write."
- **A CLEAR, CENTRAL THEME DRIVES THE WRITING**
- **READER'S QUESTIONS ARE ANTICIPATED & ANSWERED**
- **LOTS OF SHOWING (SPECIFICS) RATHER THAN TELLING (GENERALITIES)**
- **QUALITY OF DETAILS MATTERS MORE THAN QUANTITY-ACCURACY COUNTS!**

KEY QUESTION:

Did the writer stay focused and share original and fresh information or perspective about the topic?