Eular Chapter Checklist: Right words - Right order - Right layout

IDENTIFYING PROBLEM AREAS

Today learners are in a hurry and need:

- to get a good overview by ruthlessly scanning information
- language that is fresh, easy to read and well-illustrated

To communicate effectively, academic writers need to think more like:

- a newspaper editor -
  - write for the reader who wants the news in a hurry.
- a PowerPoint slide maker -
  - give the key points with options for detailed follow up.
- presenting at a Board meeting -
  - write for colleagues to read in 2 minutes - but still make a good decision.
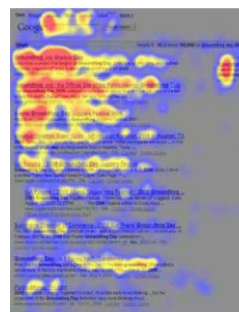
F-Shaped Pattern For Reading Web Content

HOW TO PREPARE YOUR CHAPTER: SAY AND ILLUSTRATE THE RIGHT THINGS IN THE RIGHT ORDER
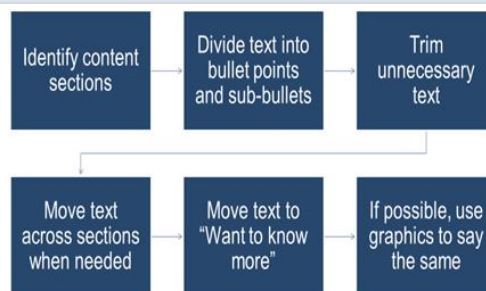
1. Write a simple and clear outline
2. Identify the most important messages – what they MUST know – the crucial 10%.
3. Define the headings and subheadings based on the outline – to tell the story in one ruthless scan.
4. Fill in with the content – but only what they MUST know.
5. Check that the important messages are clear and stand out – reinforce with bullet point boxes or graphics.
6. Check the language and order (use the detailed checklist below).

DETAILED CHECKLIST TO USE FOR EACH CHAPTER: LAY THEM OUT IN THE CLEAREST WAY

☐	The sections tell the story just by reading the headings.
☐	The important messages you want to convey appear as bullet points, illustrations and headings.
☐	Text is divided into short paragraphs for readability.
☐	Text is divided into short sentences with **active** verbs: subject, verb, object.
☐	Vague text is deleted or rephrased.
☐	Repetitive text is identified: stated once in the best position; the excess deleted.
☐	All text not directly related to your chapter is deleted.
☐	Interesting facts that add to the chapter but are not really necessary to understand the content are moved to an optional section: "Want to know more?"
☐	Diagrams, tables and graphics illustrate key ideas in the text, with minimal repetition in words.

Notes:

Readability and passivity scores are available as standard from Word. Once spell check is completed, a pop-up reports on your document.

The lower the Flesch-Kincaid score, the more readable your text. Aim for 0.0% passive sentences, and Flesch-Kincaid between 8 – 10. This document scores 7.5!

To check for clarity and simplicity - try reading it out loud – if you stumble, re-write it more simply. Shorter sentences usually help.

Notes