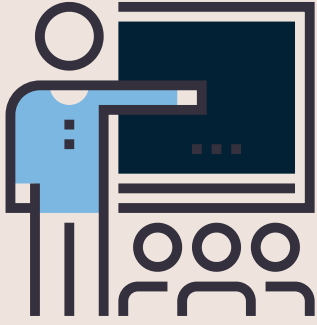


MARGINAL NOTES

5 STEPS TO EDITING A RAG-TAG DOCUMENT

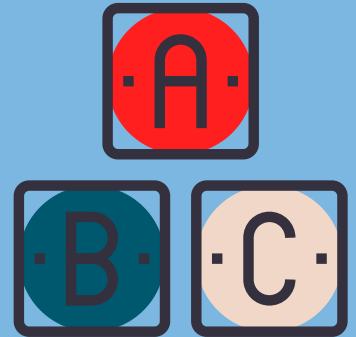


1.) ASK YOURSELF:

- What is the purpose of the document?
- Who is the intended audience?
- What do you want them to do once they've read it?

2.) SUMMARISE EACH PARAGRAPH

- Write a 3-word description of each paragraph in the margins.
- If it is hard to get the description down to 3 words, you may have too many ideas in each paragraph.

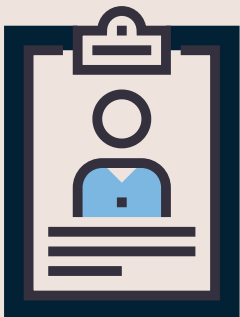
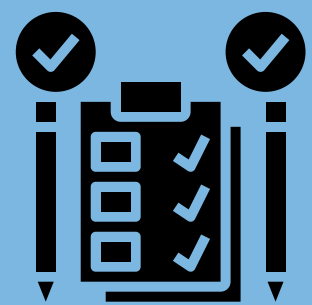


3.) NUMBER EACH PARAGRAPH

- Use the answers to the three questions above to decide on flow.
- Structure the text logically
- Delete any unnecessary content.

4.) RE-ORDER THE PARAGRAPHS

- Cut and paste the paragraphs into the new order
- Does the document do what it's supposed to do: persuade, assure, inform etc?
- Would your intended audience understand it?



5.) DO THE ACTUAL 'TIDY UP'

- Check spelling and grammar
- Refine the format, style and voice
- Add linking sentences
- **This is probably what your boss thought they were asking you to do in the first place.**

READ THE CASE STUDY IN THE NEXT POST WHERE YOU WILL SEE:

WHAT YOUR MANAGER SENT YOU
THE MARKED-UP TEXT
THE RE-ORDERED TEXT
YOUR FINAL COPY