

The four stages of writing

Create

- **What** is the premise?
- **Why** you are writing: what's moved you to write?
- **Who** are your readers, and what do they need to know?
- **How** do you want them to act?
- **When** is this all happening?
- **Where** will this be read?
- Do the research to answer all the questions you have.
- Work out your schedule for the full process.
- Push yourself to be creative. Don't be content with the obvious ideas anyone could come up with.

Design

- Write your three main points in complete sentences - as simply as you can.
- Consider the best order of these points - re-order them if needs be.
- Concept your lede and kicker.
- Think about what visuals would help tell the story.
- Think about what additional resources may help the reader.

Build

- Remove all the distractions. And write!
- Use your three points as a guide.
- Write swiftly without stopping to edit.
- If you have to pause, don't do it at the end of a sentence. It's easier to resume half formed ideas.

Edit

- Read it through once straight away, to see where ideas can be simplified or to get a sense of the piece.
- Then leave it, overnight if possible, to let the ideas dwell and build in your creative subconscious.
- Then edit - is it clear, concise and impactful for the reader.
- *Use the editing checklist.*