Scribe
Technical

You're writing for a busy reader!

1. Before you write, ask yourself:
   - Who it is for? Are they familiar with the project, your terms, your goals?
   - What is the purpose (e.g., an "ask", instructions, info)?
   - Could you just call them instead?

2. As you write it:
   - Organize it for someone who is scanning, not reading line by line. Include
     - a descriptive subject line
     - short paragraphs and sentences
     - proper punctuation.
   - Use key messages. Consider
     - what they need to know to take action
     - what is most important (and provide it in the first line!)
     - how you would explain it over the phone.
   - Make it searchable, Include the address or name in the subject line.

3. Before you send it:
   - Proofread for correct spelling, grammar, and punctuation.
   - Check for links, completion, and accuracy.
   - Read it aloud. What does the voice sound like? What would the tone tell the recipient?

4. After you send it:
   - Follow up if you need to (even by phone!)
   - Start a new chain if the discussion starts to meander.