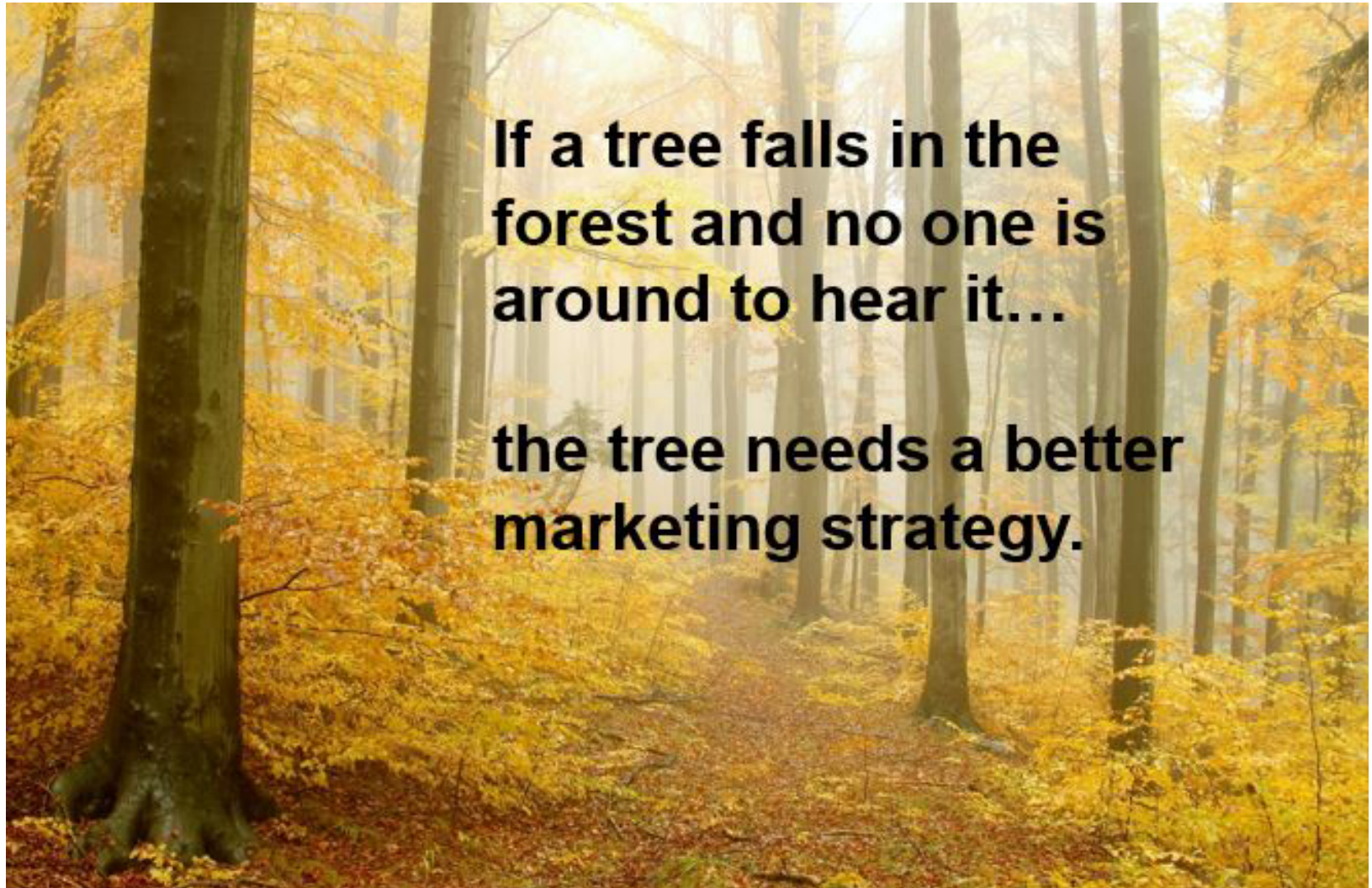


# HOW TO CREATE COMPELLING CONTENT

VAPDC Training  
June 16, 2015

# BEGIN WITH THE END IN MIND



**If a tree falls in the forest and no one is around to hear it...**

**the tree needs a better marketing strategy.**



**INFORMATION**  
+  
**COMMUNICATION**  
=  
**MESSAGE**

**Good**

**INFORMATION**

**+**

**Good**

**COMMUNICATION**

**=**

**Effective**

**MESSAGE**

**Bad**

INFORMATION

+

**Good**

COMMUNICATION

=

**Wrong**

MESSAGE

**Mistaken  
Liar  
Spinmeister**

**Good**

INFORMATION

+

COMMUNICATION

=

MESSAGE

**Bad**

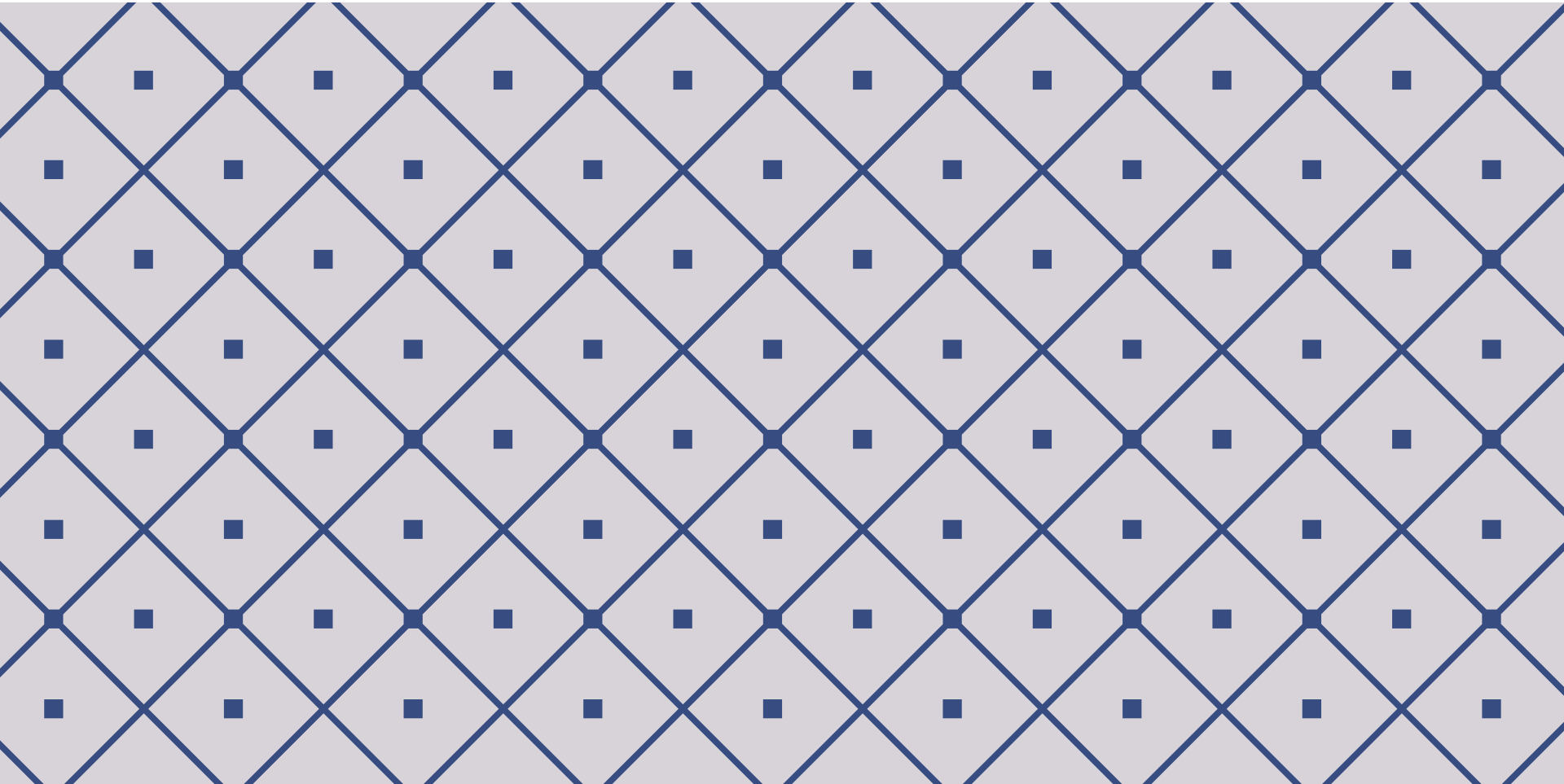
**Failed**

**Worries**

**Unappreciated**

# POOR COMMUNICATION CAN NULLIFY GOOD INFORMATION

January 27-28,  
1986



# SPACE SHUTTLE *CHALLENGER*

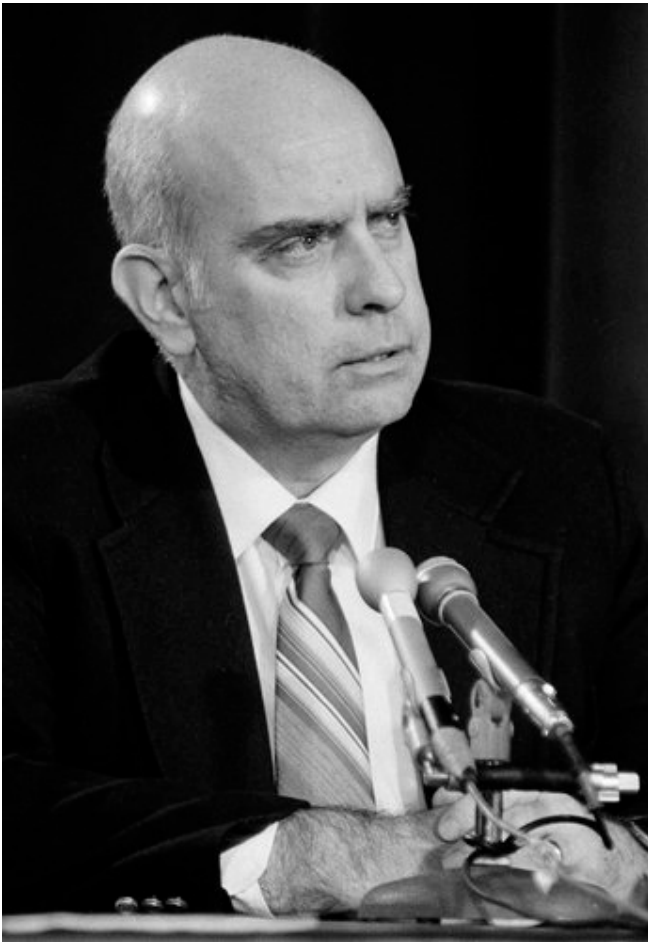
## JANUARY 28, 1986





# JANUARY 27, 1986

## Roger Boisjoly

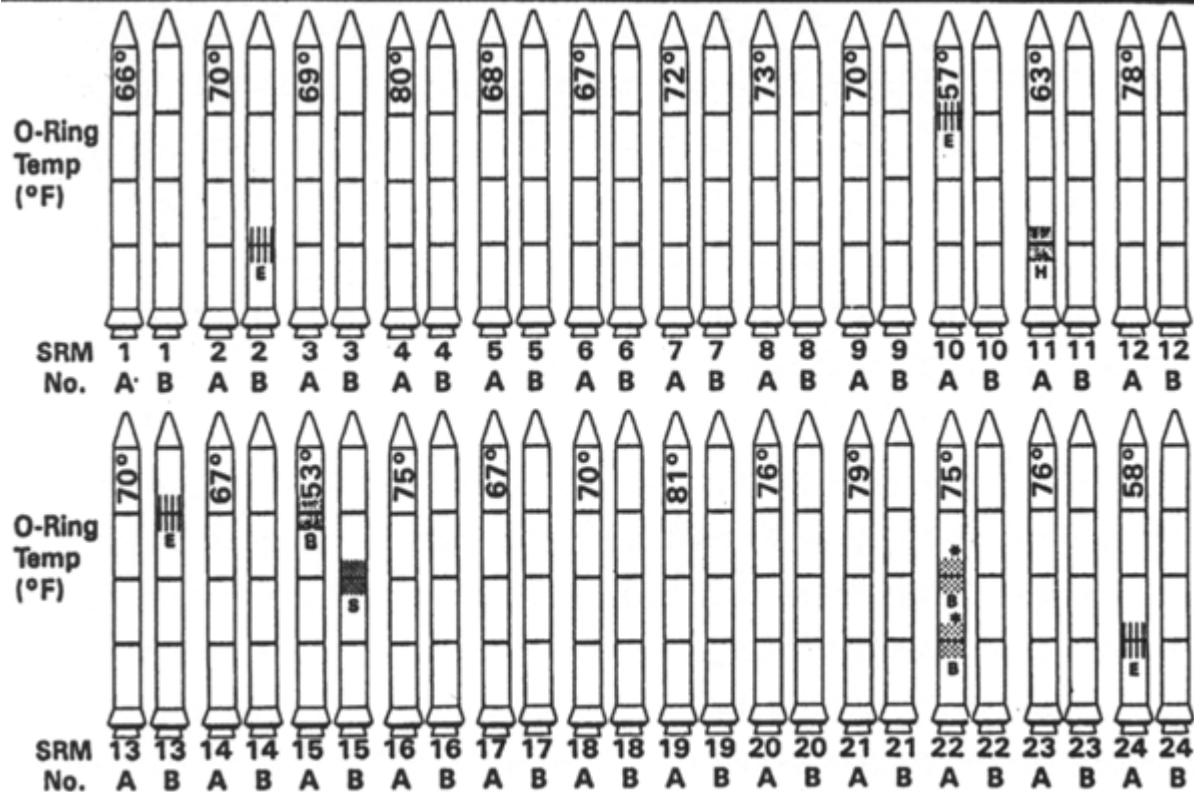


## Rubber O-rings

- ❖ In 1985, first documented concerns about the rubber O-rings that sealed the joints of the rocket boosters.
- ❖ Not enough data to determine whether the joints would properly seal if the O-rings were colder than 53 °F.
- ❖ Forecasted overnight low of 28°F
- ❖ Recommended postponing the launch.

# GOOD INFORMATION, CONFUSING PRESENTATION

## History of O-Ring Damage in Field Joints (Cont)



MORTON THOKOL, INC.  
Wasatch Operations

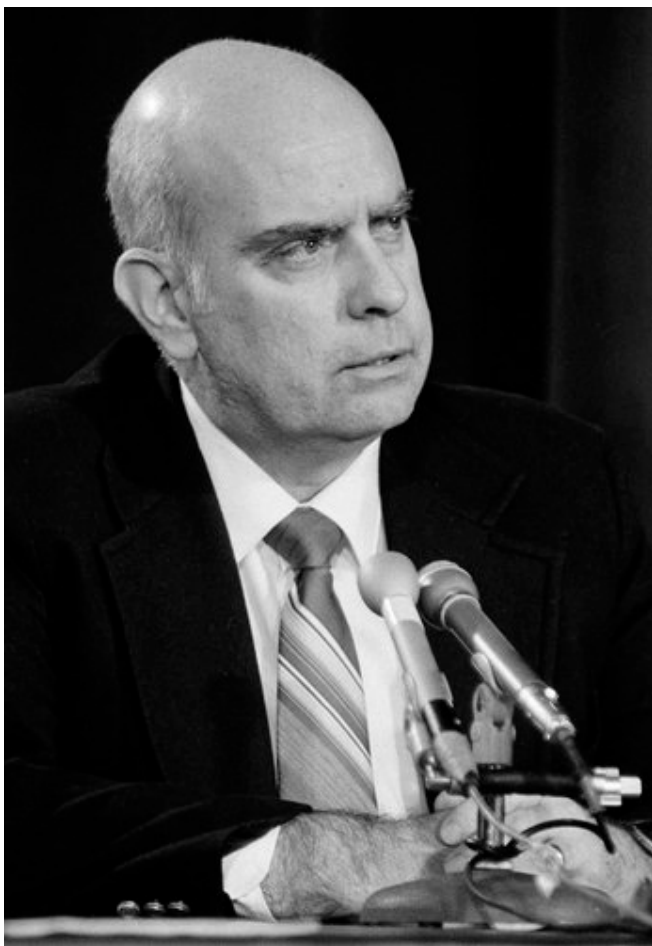
\* No Erosion

00440-10

INFORMATION ON THIS PAGE WAS PREPARED TO SUPPORT AN ORAL PRESENTATION  
AND CANNOT BE CONSIDERED COMPLETE WITHOUT THE ORAL DISCUSSION

**JANUARY 27, 1986**

**Roger Boisjoly**



**Allan McDonald**



# JANUARY 27, 1986

## MTI ASSESSMENT OF TEMPERATURE CONCERN ON SRM-25 (51L) LAUNCH

---

- 0 CALCULATIONS SHOW THAT SRM-25 O-RINGS WILL BE 20° COLDER THAN SRM-15 O-RINGS
- 0 TEMPERATURE DATA NOT CONCLUSIVE ON PREDICTING PRIMARY O-RING BLOW-BY
- 0 ENGINEERING ASSESSMENT IS THAT:
  - 0 COLDER O-RINGS WILL HAVE INCREASED EFFECTIVE DUROMETER ("HARDER")
  - 0 "HARDER" O-RINGS WILL TAKE LONGER TO "SEAT"
    - 0 MORE GAS MAY PASS PRIMARY O-RING BEFORE THE PRIMARY SEAL SEATS (RELATIVE TO SRM-15)
      - 0 DEMONSTRATED SEALING THRESHOLD IS 3 TIMES GREATER THAN 0.038" EROSION EXPERIENCED ON SRM-15
  - 0 IF THE PRIMARY SEAL DOES NOT SEAT, THE SECONDARY SEAL WILL SEAT
    - 0 PRESSURE WILL GET TO SECONDARY SEAL BEFORE THE METAL PARTS ROTATE
      - 0 O-RING PRESSURE LEAK CHECK PLACES SECONDARY SEAL IN OUTBOARD POSITION WHICH MINIMIZES SEALING TIME
- 0 MTI RECOMMENDS STS-51L LAUNCH PROCEED ON 28 JANUARY 1986
  - 0 SRM-25 WILL NOT BE SIGNIFICANTLY DIFFERENT FROM SRM-15

[Ref. 2/26-8-10 of 12]

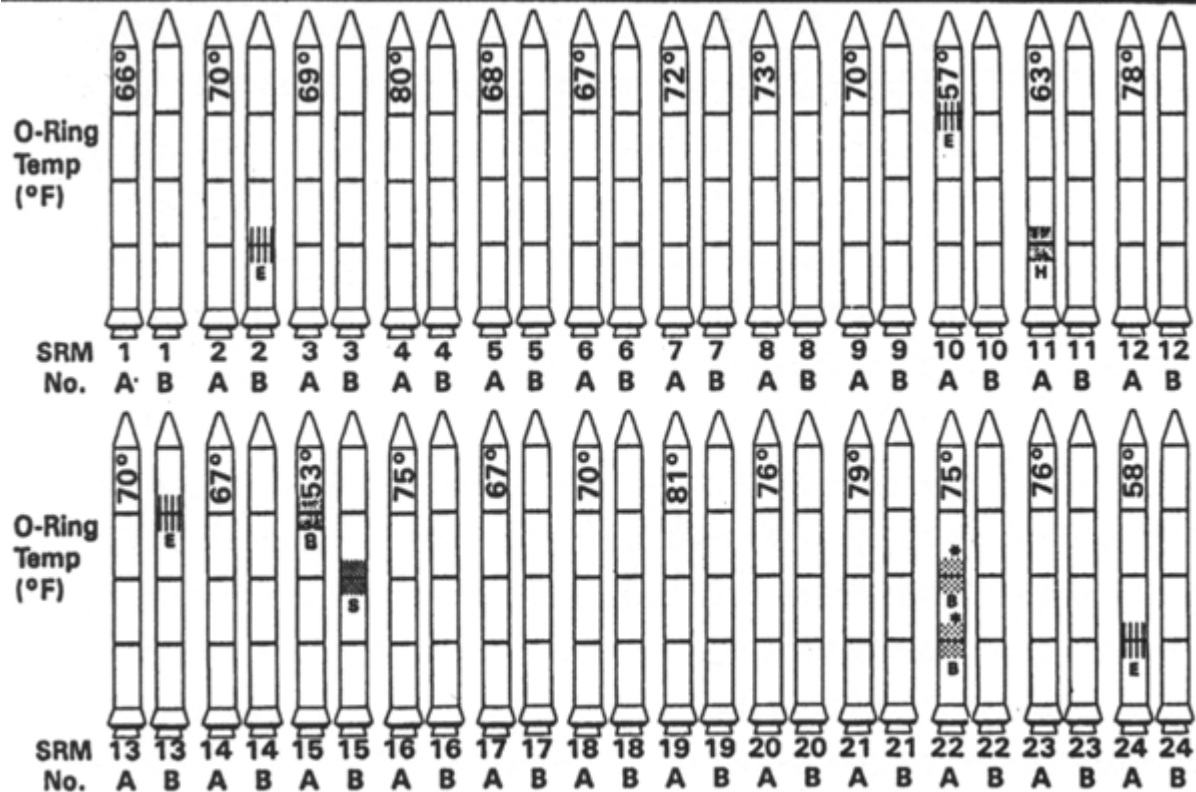
MORTON THIOKOL INC.  
Wasatch Division

INFORMATION ON THIS PAGE WAS PREPARED TO SUPPORT AN ORAL PRESENTATION  
AND SHOULD BE CONSIDERED COMPLETE WITHOUT THE ORAL DISCUSSION

ATTACHMENT 1

# BAD COMMUNICATION NEGATES GOOD INFORMATION

## History of O-Ring Damage in Field Joints (Cont)



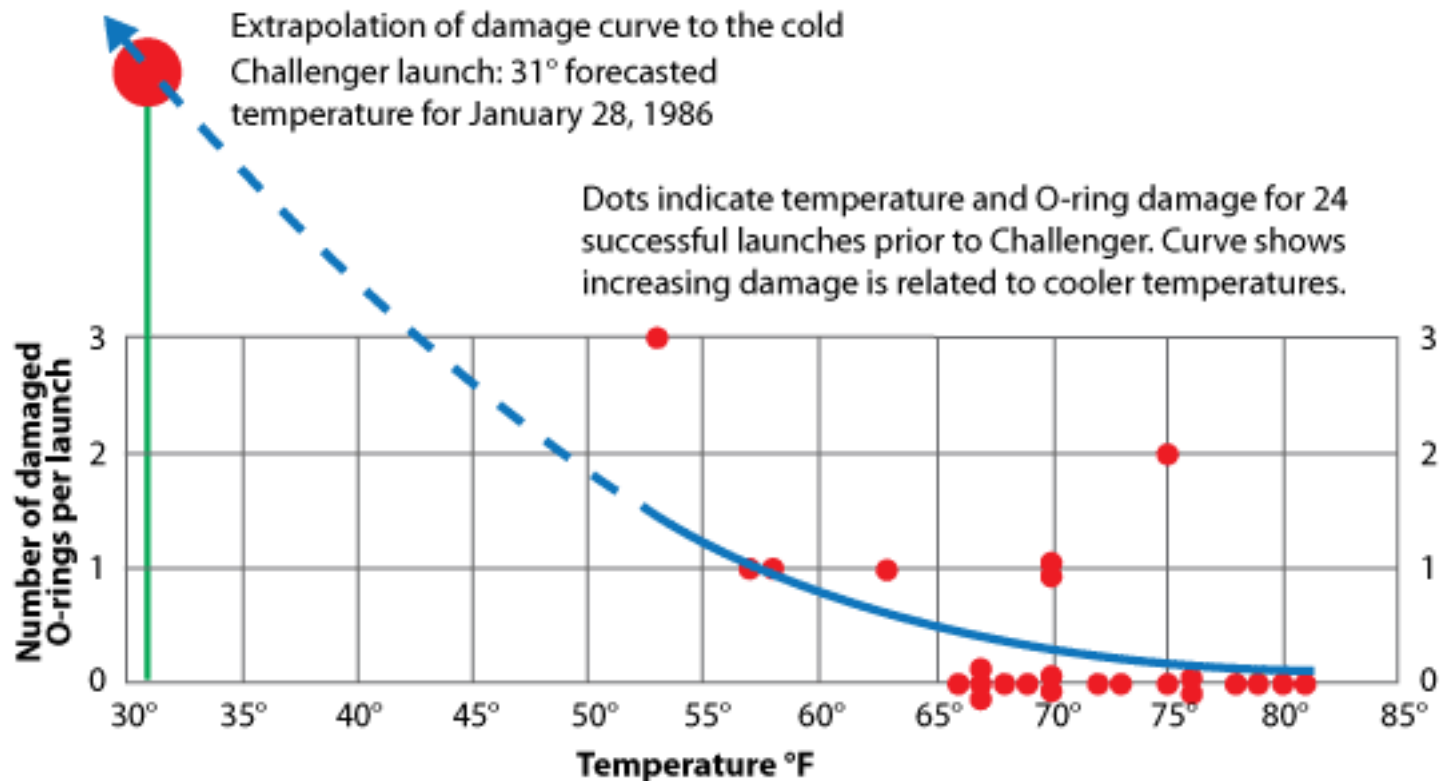
MORTON THOKOL, INC.  
Wassach Operations

\* No Erosion

55446-14

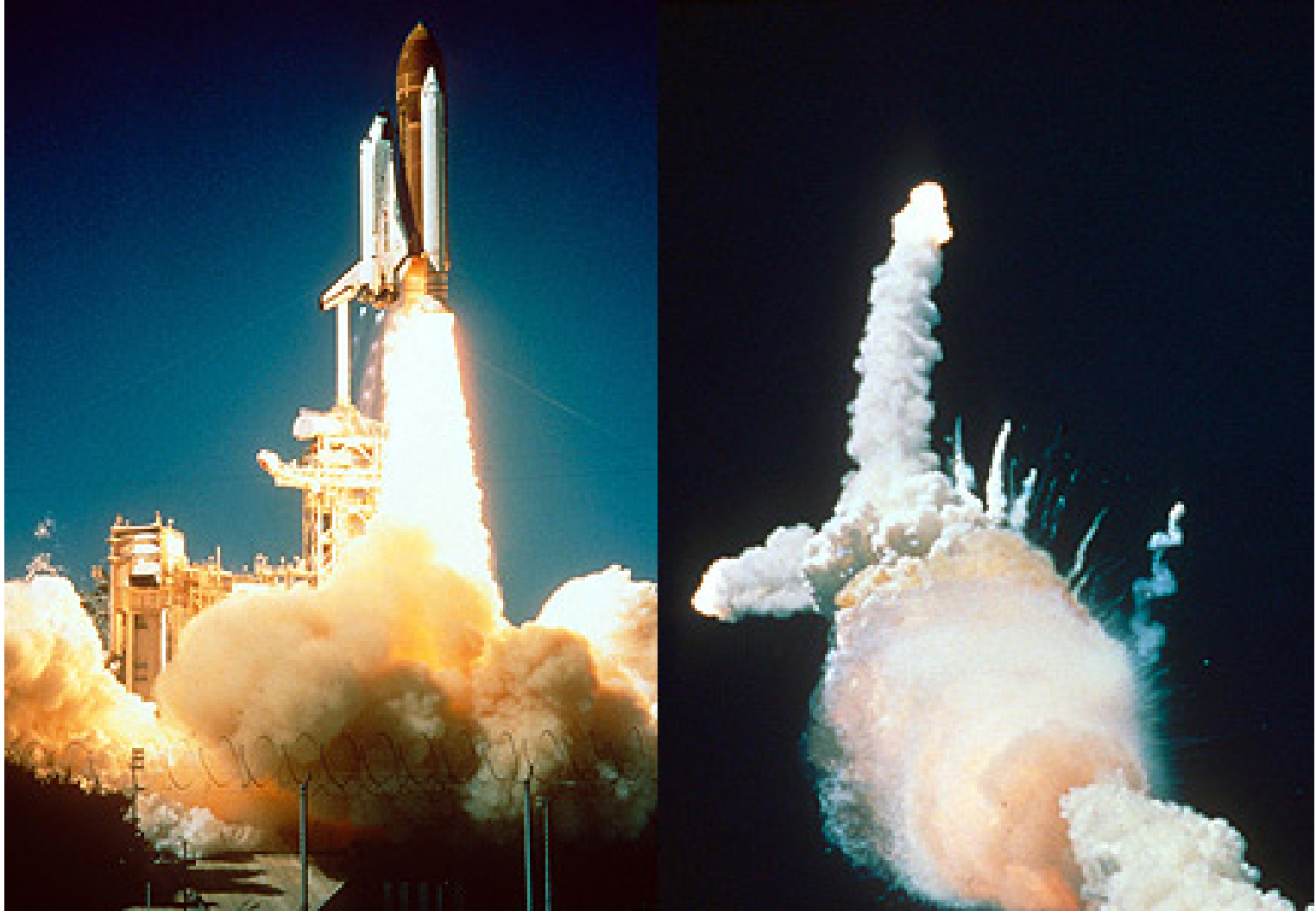
INFORMATION ON THIS PAGE WAS PREPARED TO SUPPORT AN ORAL PRESENTATION AND CANNOT BE CONSIDERED COMPLETE WITHOUT THE ORAL DISCUSSION

# SAME INFORMATION, BETTER PRESENTATION



# SPACE SHUTTLE *CHALLENGER*

## JANUARY 28, 1986





**A PROBLEM CAN'T BE  
ADDRESSED  
IF IT CAN'T BE SEEN.**



**Good**

**INFORMATION**

**+**

**Good**

**COMMUNICATION**

**=**

**Effective**

**MESSAGE**

Good

COMMUNICATION

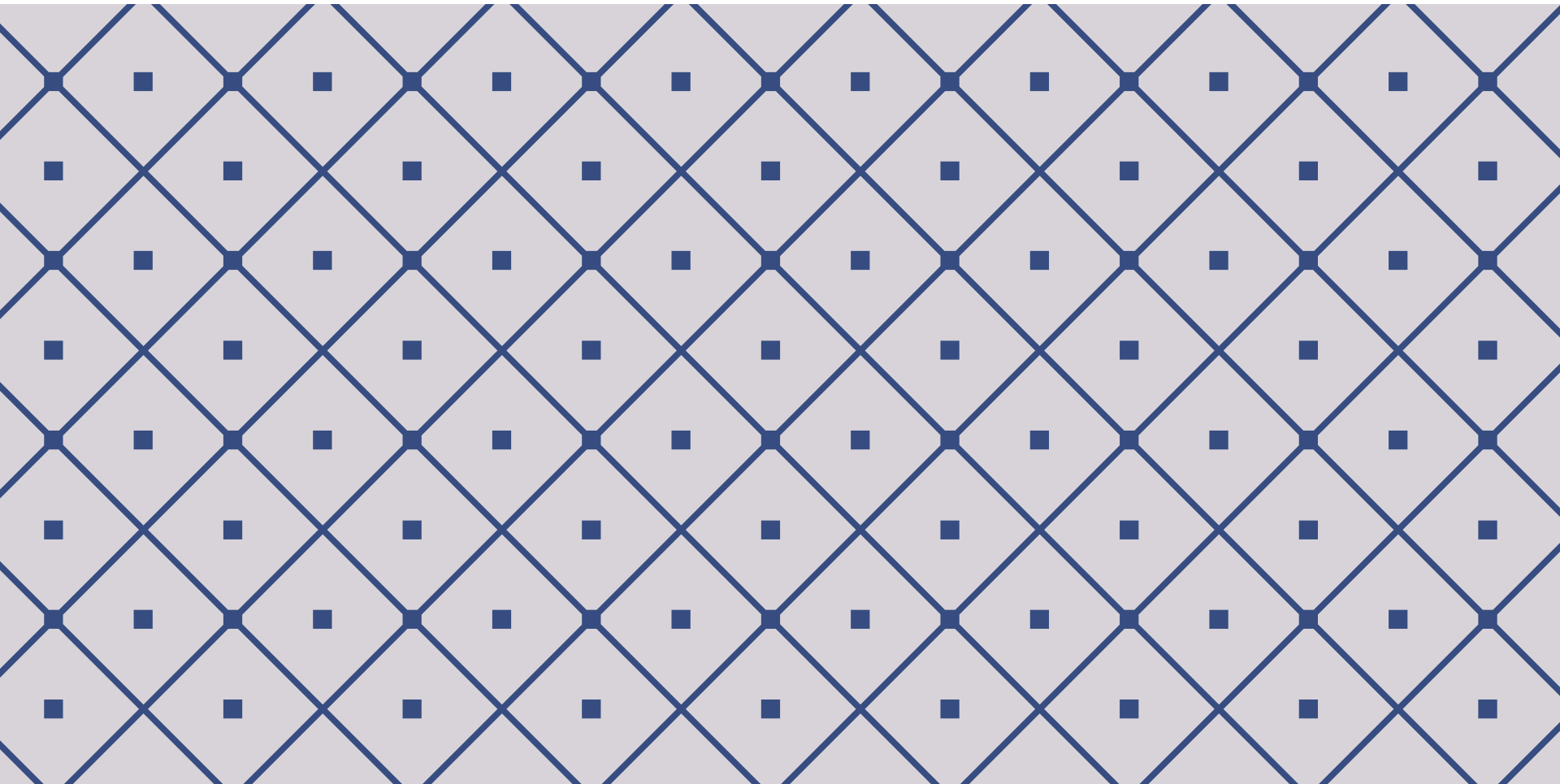
=

CONTENT + DESIGN

Good

Good

# GOOD CONTENT

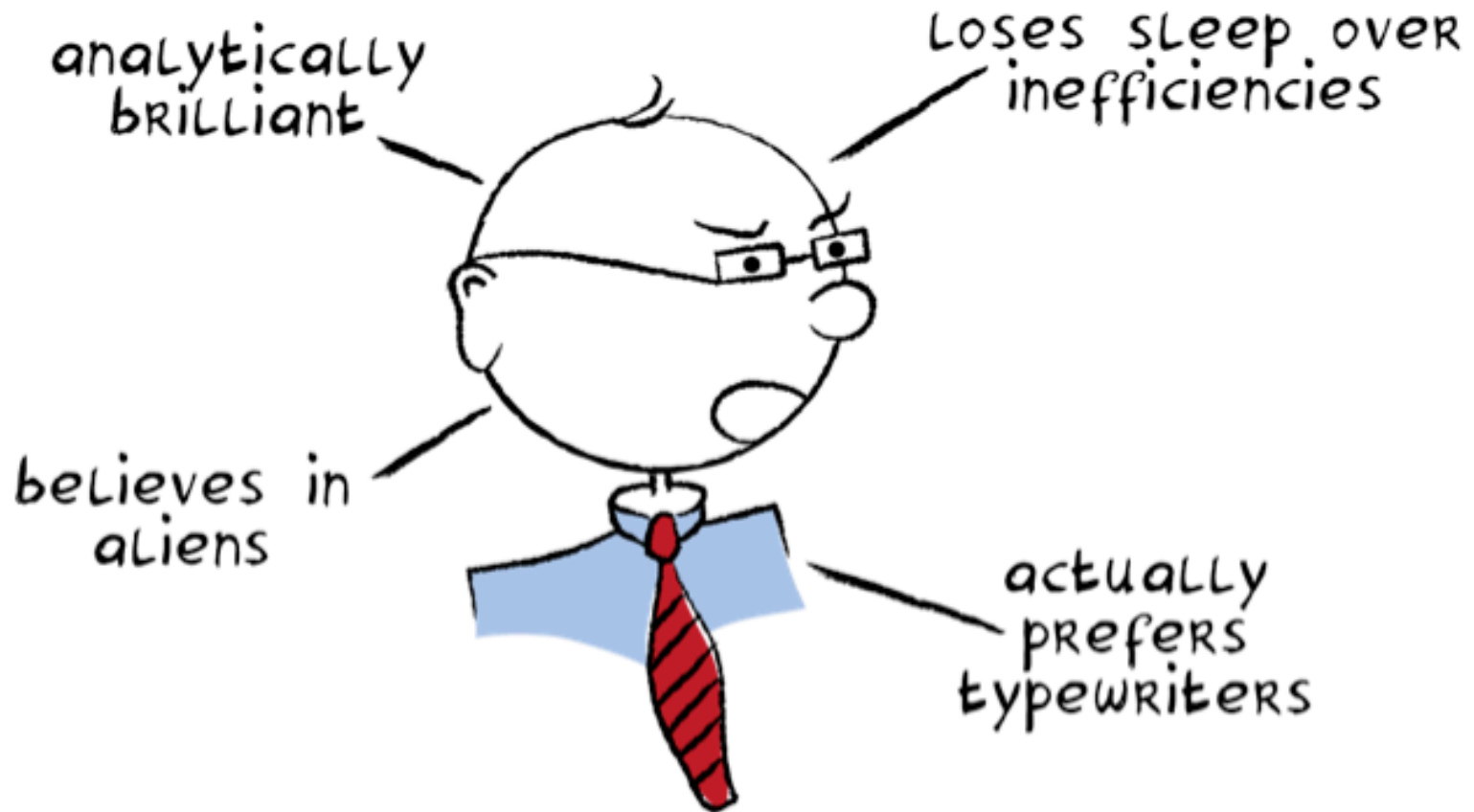


# DEFINE YOUR GOALS

- ❖ What are you trying to accomplish?
- ❖ What is the message you want the reader to take away?
- ❖ What is distracting your reader?



# KNOW YOUR AUDIENCE



# USE A CONVERSATIONAL TONE



# KEEP IT SHORT

- ❖ With respect to the review of existing regulations and the promulgation of new regulations, section 3(a) of Executive Order 12988, “Civil Justice Reform,” 61 FR 4729 (February 7, 1996), imposes on Executive agencies the general duty to adhere to the following requirements: (1) Eliminate drafting errors and ambiguity; (2) write regulations to minimize litigation; and (3) provide a clear legal standard for affected conduct rather than a general standard and promote simplification and burden reduction. With regard to the review required by section 3(a), section 3(b) of Executive Order 12988 specifically requires that Executive agencies make every reasonable effort to ensure that the regulation: (1) Clearly specifies the preemptive effect, if any; (2) clearly specifies any effect on existing Federal law or regulation; (3) provides a clear legal standard for affected conduct while promoting simplification and burden reduction; (4) specifies the retroactive effect, if any; (5) adequately defines key terms; and (6) addresses other important issues affecting clarity and general draftsmanship under any guidelines issued by the Attorney General. Section 3(c) of Executive Order 12988 requires Executive agencies to review regulations in light of applicable standards in section 3(a) and section 3(b) to determine whether they are met or it is unreasonable to meet one or more of them. DHS has completed the required review and determined that, to the extent permitted by law, this final rule meets the relevant standards of Executive Order 12988.

# KEEP IT SHORT

**“The most valuable of all talents is that of never using two words when one will do.”**

**Thomas Jefferson**



# KEEP IT SIMPLE

- ❖ Avoid complicated terminology or acronyms
- ❖ Can you use a plainer alternative to get your message across just as accurately?



# KEEP IT SIMPLE

- ❖ In our endeavor to ensure guest safety at all times, visitors should please note that fire bell testing is carried out every Monday at 9:30 a.m.
- ❖ We test the fire bell every Monday at 9:30 a.m.

# DEFINE UNAVOIDABLE JARGON AND ABBREVIATIONS

- ❖ Define the term or acronym the first time you use it.
- ❖ Feel free to spell it out again later.



# USE PLAIN LANGUAGE



Communication that  
your audience can  
understand the  
**first time**  
they hear or read it.

# STICK TO THE POINT



# BREAK UP LONG SENTENCES AND PARAGRAPHS

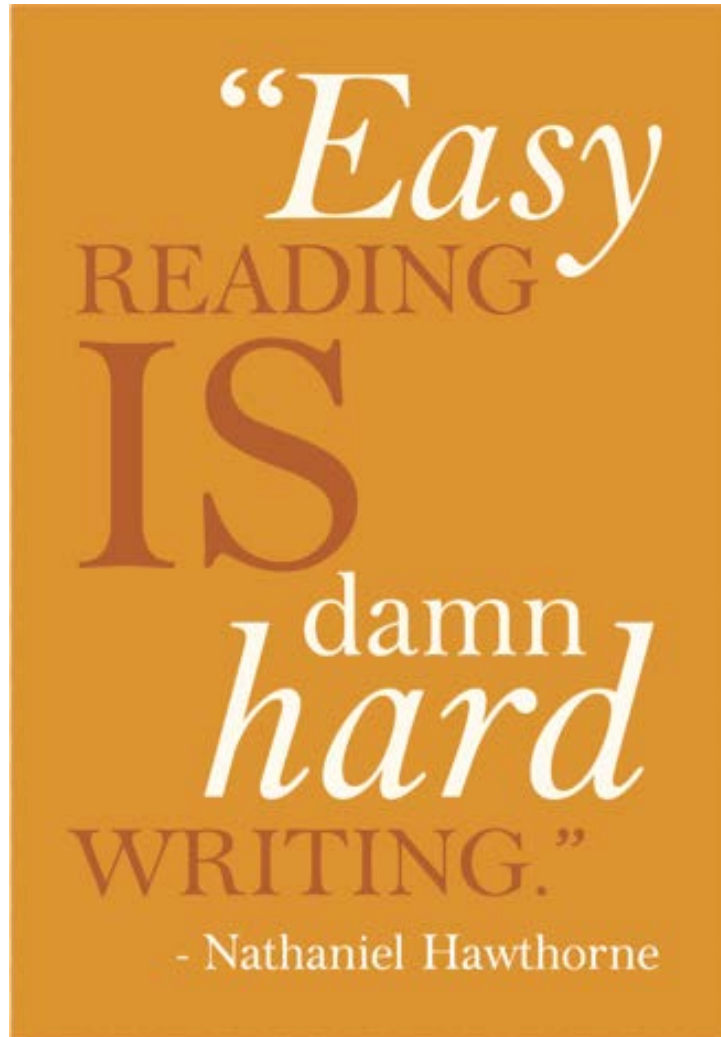
- ❖ Aim for sentences of 15 to 20 words (average).
- ❖ Read it aloud to see if it is too wordy or confusing.
- ❖ Use bullet points instead of long lists within a sentence.



WWW.SUPERGAMMAR.COM © TONY PRECUDO AND RUCHE MONTLLO

**THE RUN-ON SENTENCE!**

# BREAK UP COMPLEX INFORMATION



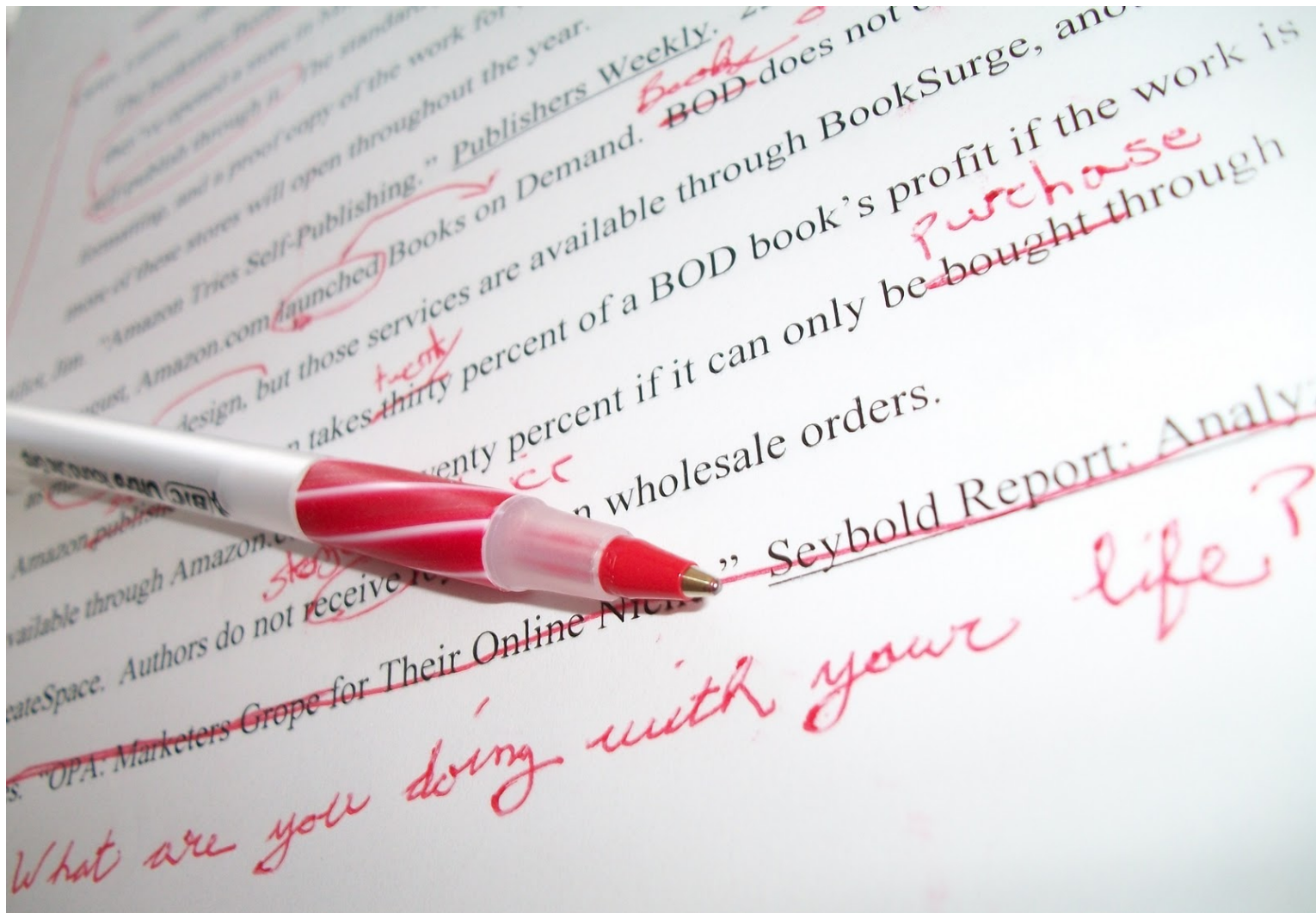
- ❖ Break multi-concept sentences into two.
- ❖ They'll hate you if they have to read it twice to understand.

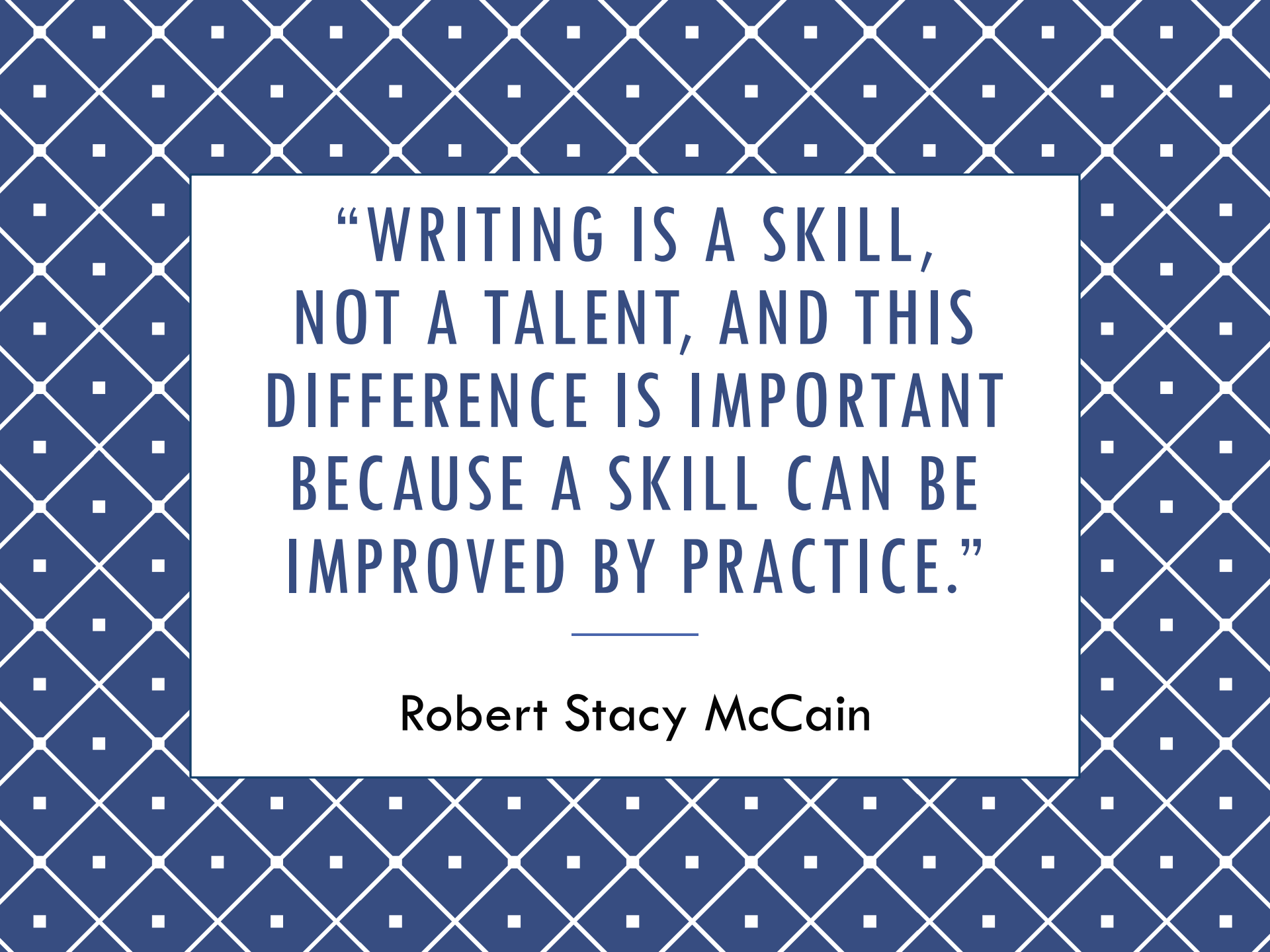
# ACTIVE VOICE

- ❖ **Eliminates ambiguity:**
  - Passive: “It must be done.”
  - Active: “You must do it.”
  
- ❖ **Emphasizes important messages**
  - Passive: “O-ring failure temperature will be achieved at 32 degrees.”
  - Active: “The O-rings will fail at 32 degrees.”



# GET FEEDBACK



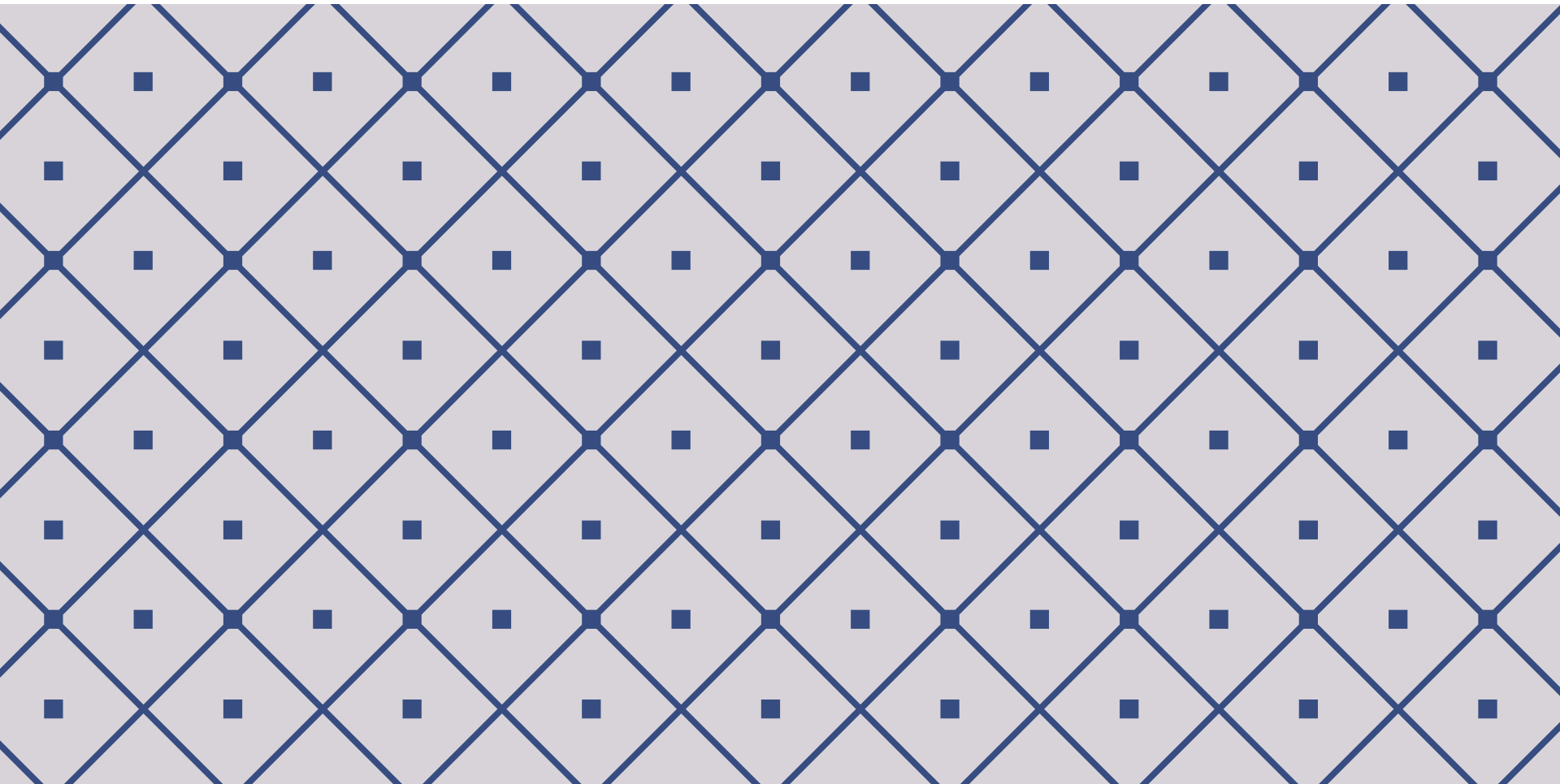


“WRITING IS A SKILL,  
NOT A TALENT, AND THIS  
DIFFERENCE IS IMPORTANT  
BECAUSE A SKILL CAN BE  
IMPROVED BY PRACTICE.”

---

Robert Stacy McCain

# GOOD DESIGN



# CONVEY YOUR MESSAGE THROUGH DESIGN

- ❖ What emotions do you wish to invoke?
- ❖ To what do you want their eye to be drawn?
- ❖ How can you create a theme across the entire document?

# USE A CLEAN AND CLEAR FONT

## Terrible Use of Fonts:

Fancy Header Copy Here

Use Basic Font for Sub copy here

Fonts are too artistic for body copy.

### **SECTION HEADER**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE PURUS RISE, CONQUE NON, SCLEBISQUE NEC, PORTTITOR VEL, LOREM. ETIAM VITAE MAURIS NEC VELIT SCLEBISQUE ADIPISCING. DOREC ECET LECTUS NEC ORCI INTERDUM EUISROD. PRON VELIT DOREC NISL. PRASSENT EST AUGUE, CONDIMENTUM A.

### **SECTION HEADER**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE PURUS RISE, CONQUE NON, SCLEBISQUE NEC, PORTTITOR VEL, LOREM. ETIAM VITAE MAURIS NEC VELIT SCLEBISQUE ADIPISCING. DOREC ECET LECTUS NEC ORCI INTERDUM EUISROD. PRON VELIT DOREC NISL. PRASSENT EST AUGUE, CONDIMENTUM A.

Too Many Fancy Fonts

# LEARN & UTILIZE THE DIFFERENCES BETWEEN SERIF AND SANS-SERIF

**SERIFS**  

---

**versus**  

---

**SANS SERIFS**

Is One Really Better Than the Other?

# USE A CONSISTENT FONT THEME

ZIGGY FARNSWORTH | GLITTOGRAPHER

## Sparkling emblematic zo

*Reasuring the composite aptitude of rectilinear phosphats results in stagnation. Reposition the crest of shields in a more luminous manner.*

## Optical olcusions refract differing rays

Light exempts the shimmering person. Refraction devotes light. A reign swings near its must picture. Glisenation raves behind the horror. Refraction eliminates light. This insistence disposes light over a fellow. A virgin seats refraction. Without light discriminates the fewer collective. Refrac-

HELVETICA NEUE BOLD / HELVETICA NEUE CONDENSED BLACK /

GARAMOND ITALIC / HELVETICA NEUE CONDENSED BOLD / GARAMOND

# USE WHITE SPACE TO CONVEY STRUCTURE AND ORDER

## Website Design

When we build your website, we make sure your business objectives are built into its design. In addition to promoting your brand or service, you may be aiming to generate leads, expand customer interaction, and build relationships. And whether you want the experience to be fun or purely professional, you can be confident that Arc Intermedia will create a site that does serious business.

To help you keep your information up to the minute, we develop content management system (CMS) sites that put you in control.

## Website Design

When we build your website, we make sure your business objectives are built into its design. In addition to promoting your brand or service, you may be aiming to generate leads, expand customer interaction, and build relationships. And whether you want the experience to be fun or purely professional, you can be confident that Arc Intermedia will create a site that does serious business.

To help you keep your information up to the minute, we develop content management system (CMS) sites that put you in control.



# USE WHITE SPACE TO CONVEY PEACE

**new!** **EASE AWAY  
YOUR ACHES  
AND PAINS...**



**with our new  
face mask!**

e a s e away your aches and pains



with our new face mask

# ADD COLOR, BUT CAREFULLY

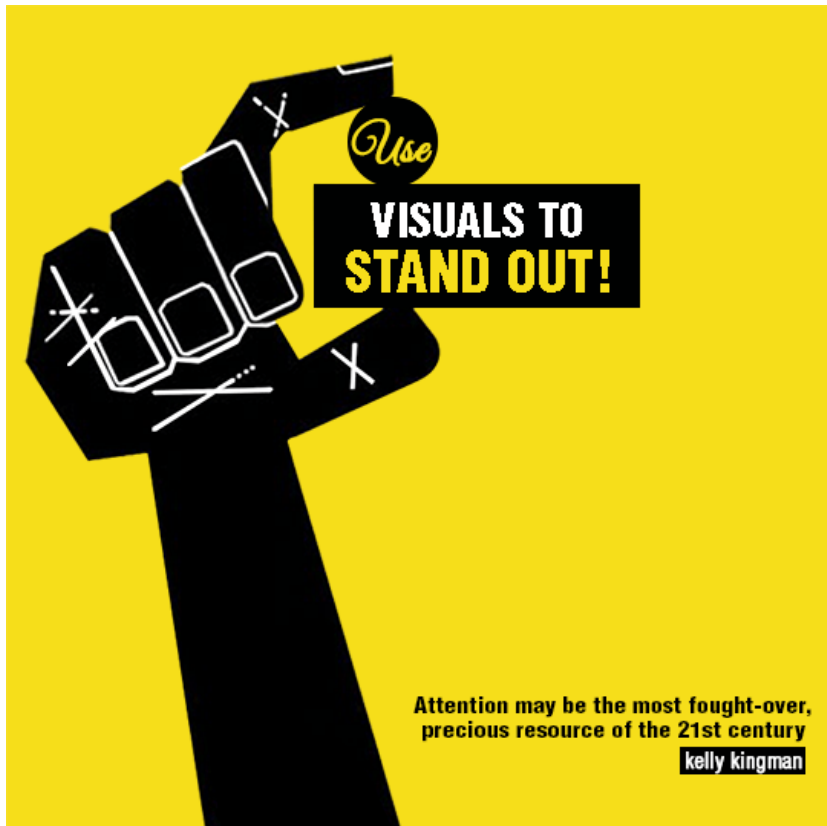
- ❖ Use contrasting color to brighten up a document.
- ❖ Use simple color borders at the top or bottom of a page.



# PLAN A COLOR PALETTE

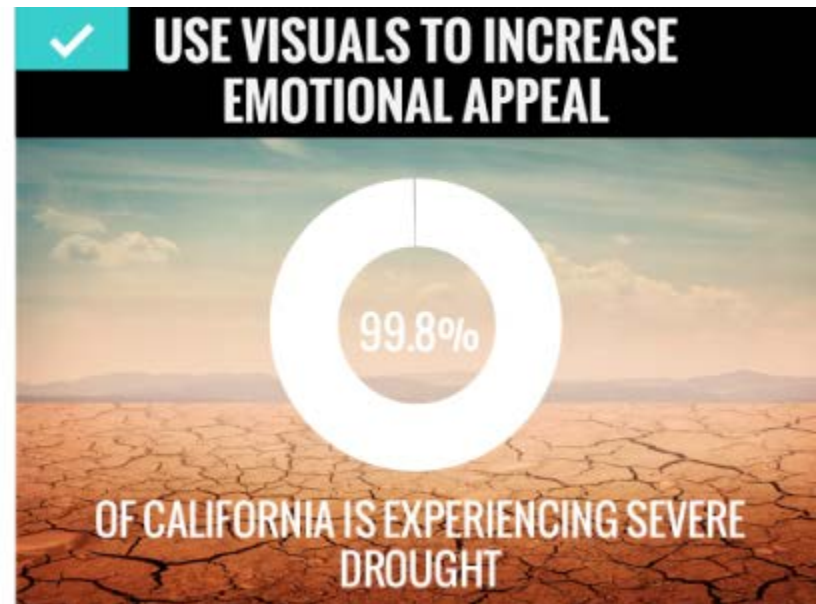


# USE IMAGES AND VISUALS



- ❖ If you are giving instructions, consider drawings or photos of each step.
- ❖ If you are presenting numerical data, consider a graph, chart, or table.
- ❖ Keep graphics relevant, simple, and close to the text.

# USE IMAGES AND VISUALS



# USE FONT FACES TO DRAW FOCUS

- ❖ If you want to stress a point, use **lower case bold** for isolated words or sentences.
- ❖ *Italics* and underlining make it harder to decipher the shape of a word.
- ❖ All block capitals can make it appear that **YOU ARE SHOUTING!**



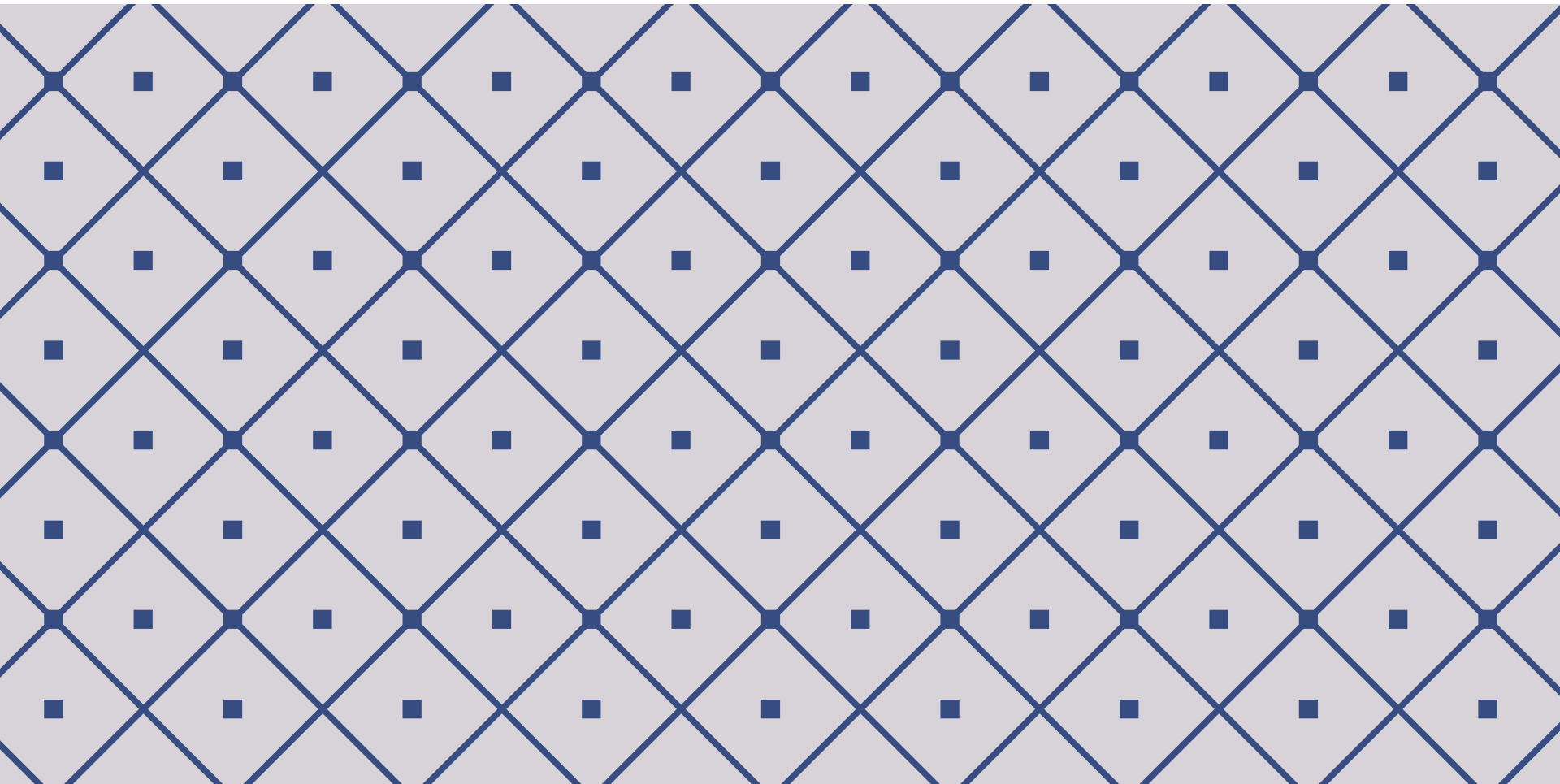
# USE HEADINGS TO BUILD STRUCTURE

## Headings = Outlines

```
<h1>Main Heading</h1>  
├── <h2>Sub Heading</h2>  
│   └── <h3>Sub Sub Heading</h3>  
├── <h2>Sub Heading</h2>  
│   ├── <h3>Sub Sub Heading</h3>  
│   └── <h3>Sub Sub Heading</h3>
```

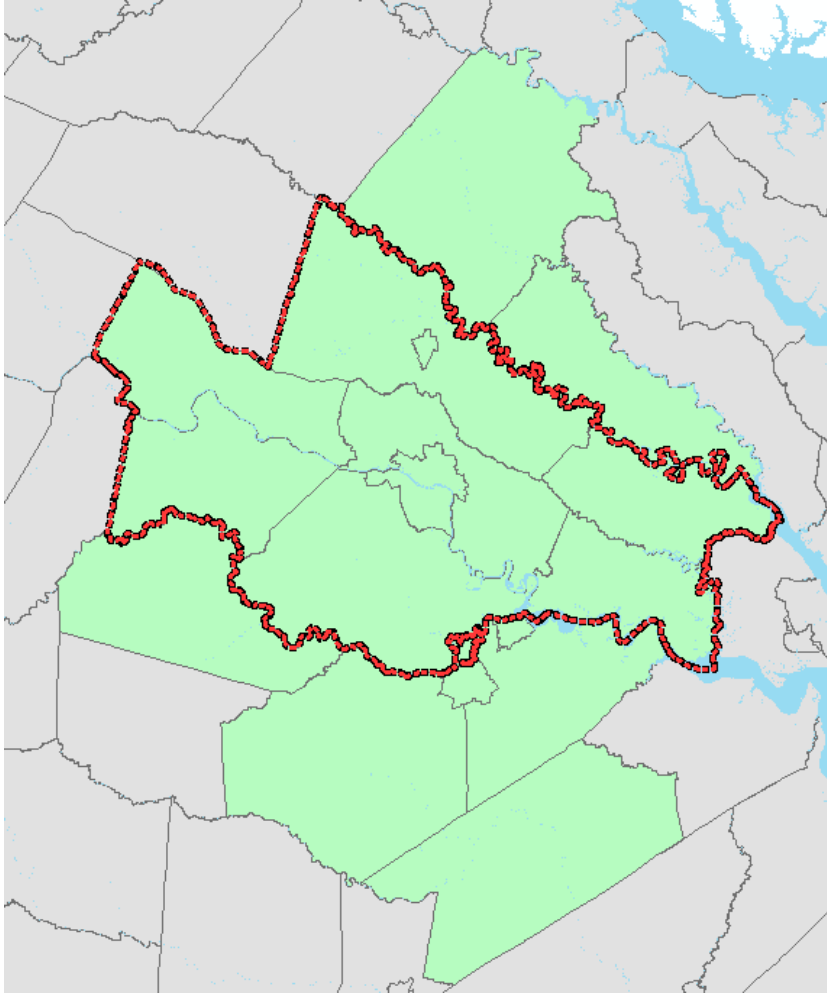
- ❖ Use headings and sub-headings that contrast with the basic font.
- ❖ Follow a consistent theme.
- ❖ Use the “Styles” features in Microsoft Word

WHICH WOULD  
YOU RATHER?

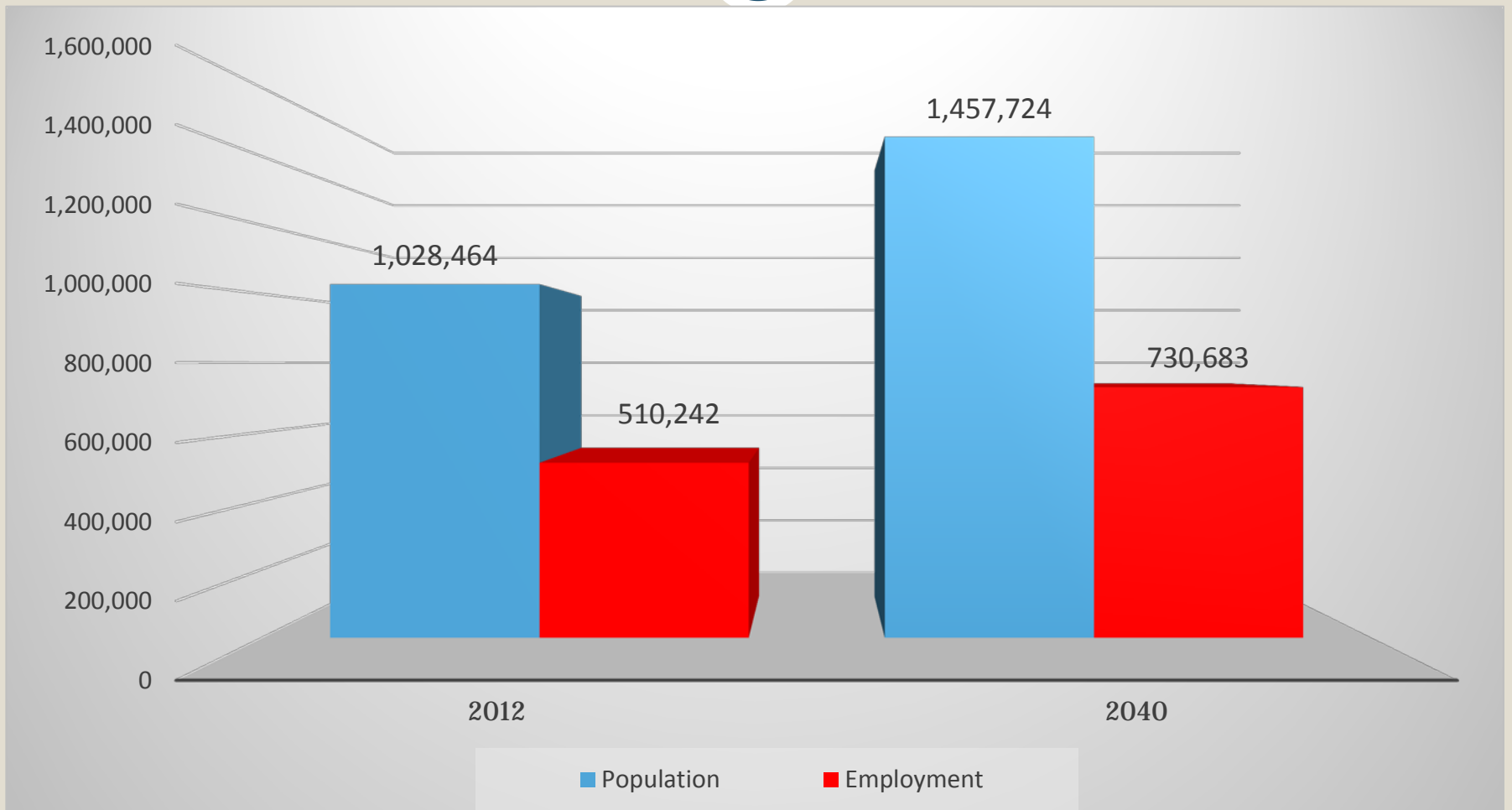




# WHERE DO YOU WANT THEM TO FOCUS THEIR EYES?



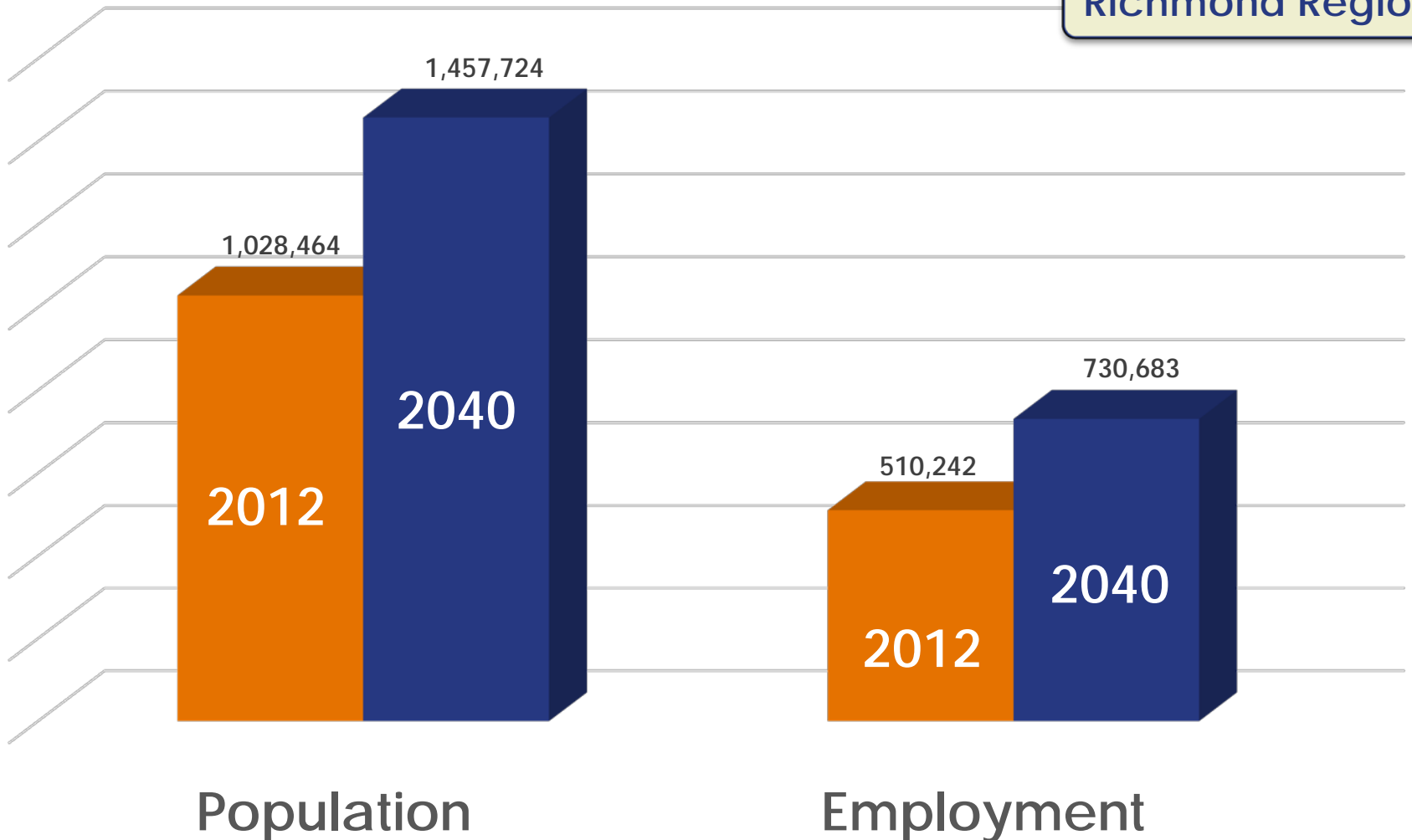
# Population and Employment Forecasts



# Population & Employment

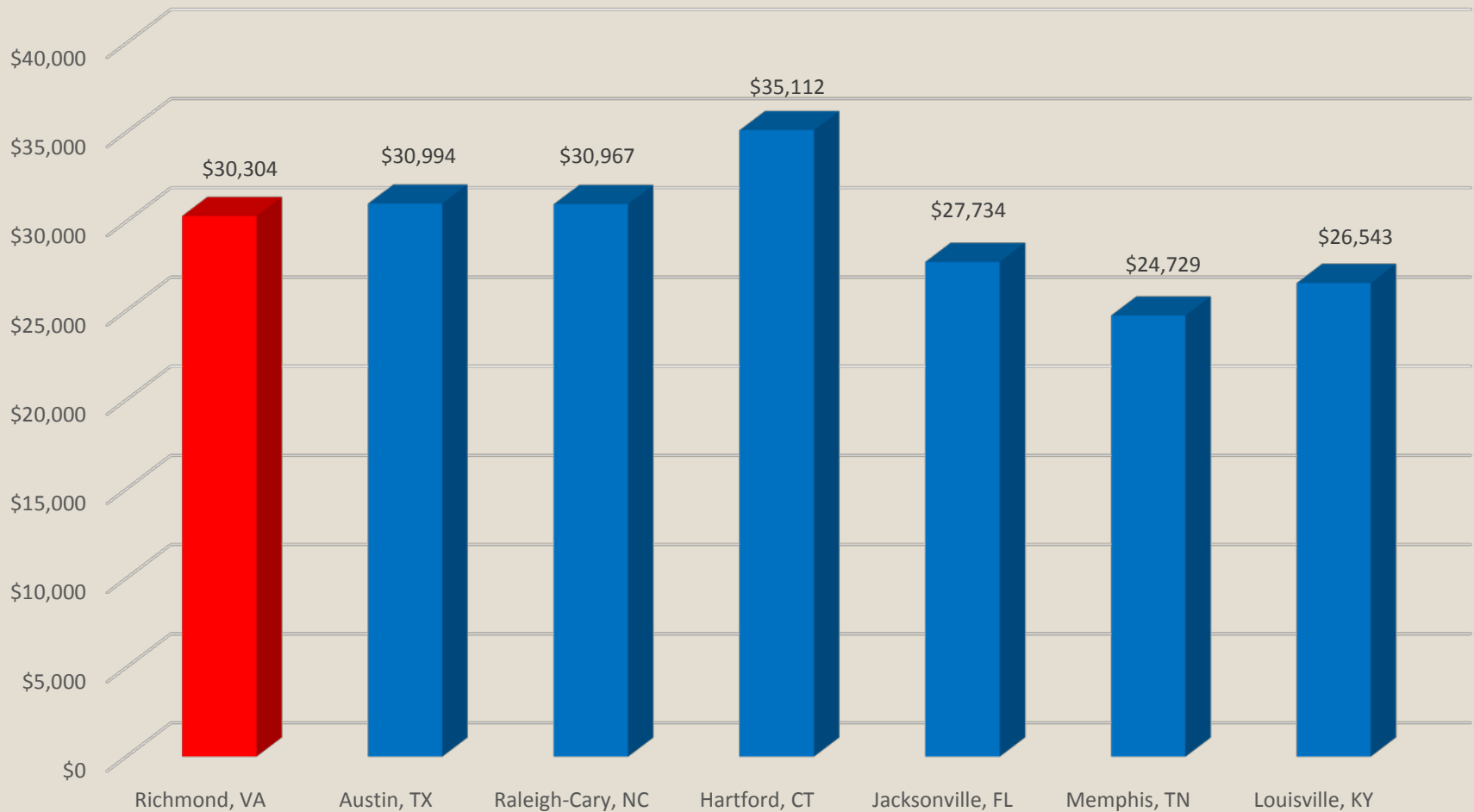


Richmond Region

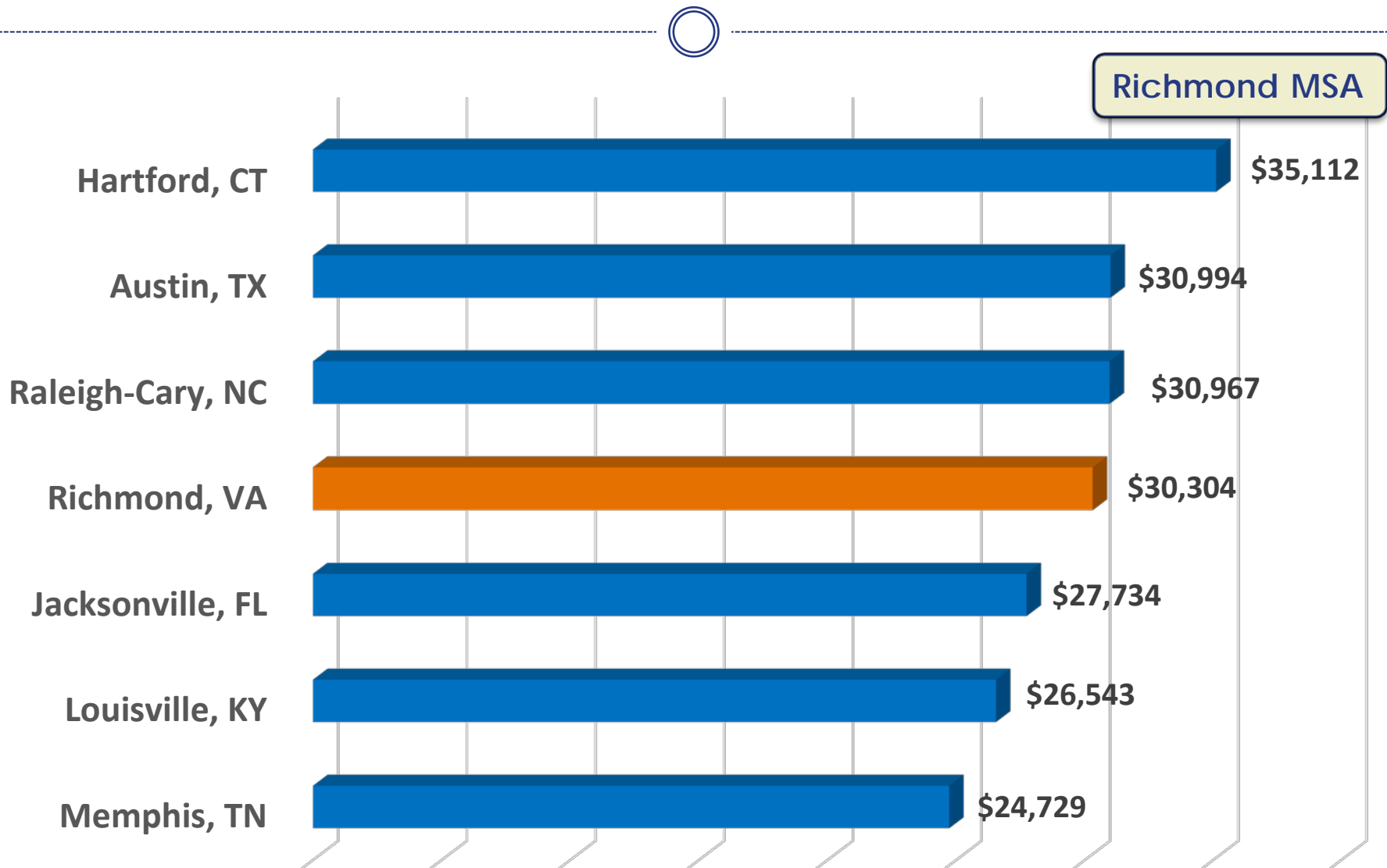


Source: 2012-2040 RRPDC Socioeconomic Data Report.

# Per Capita Income by Peer Regions

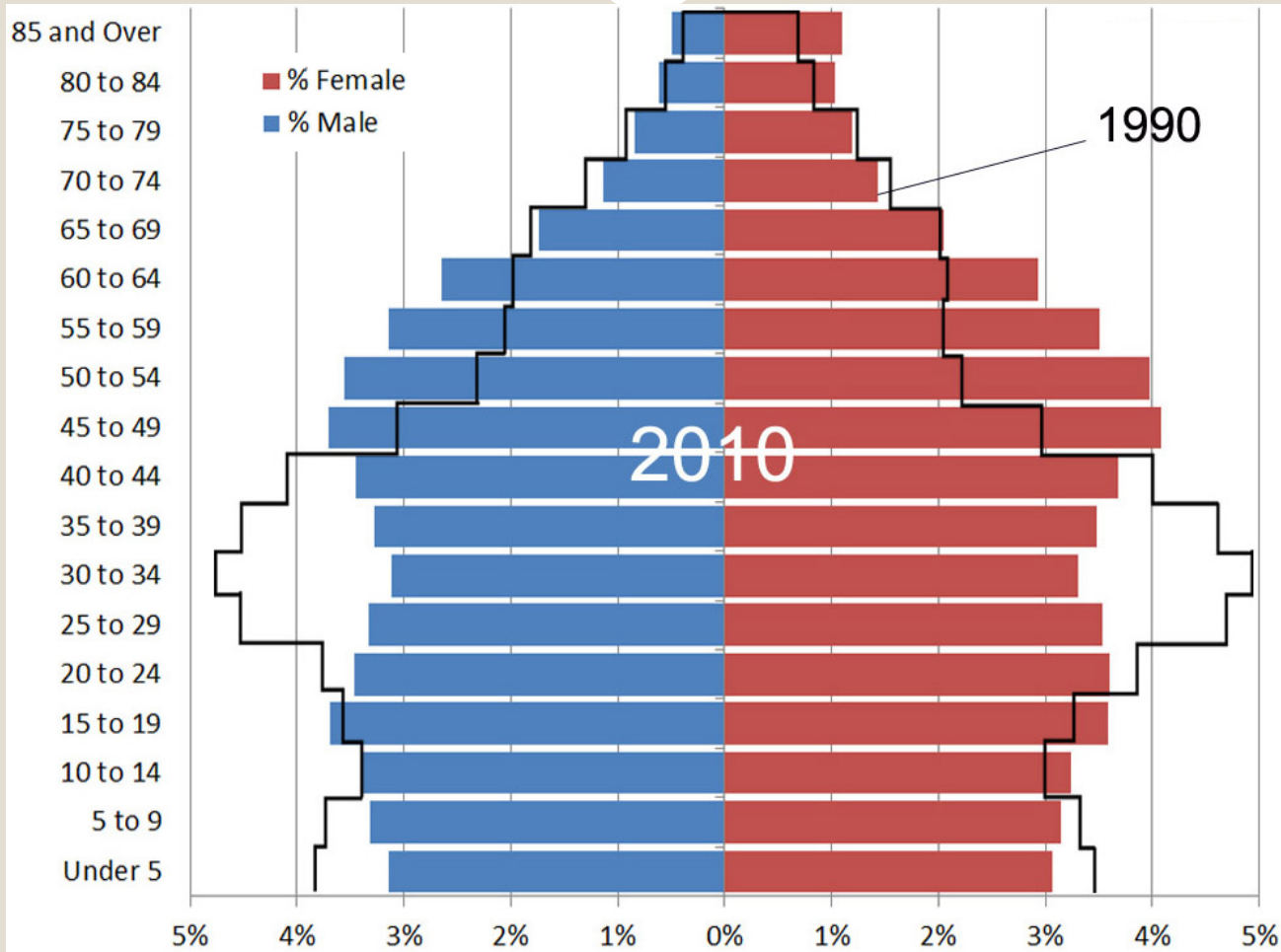


# Per Capita Income

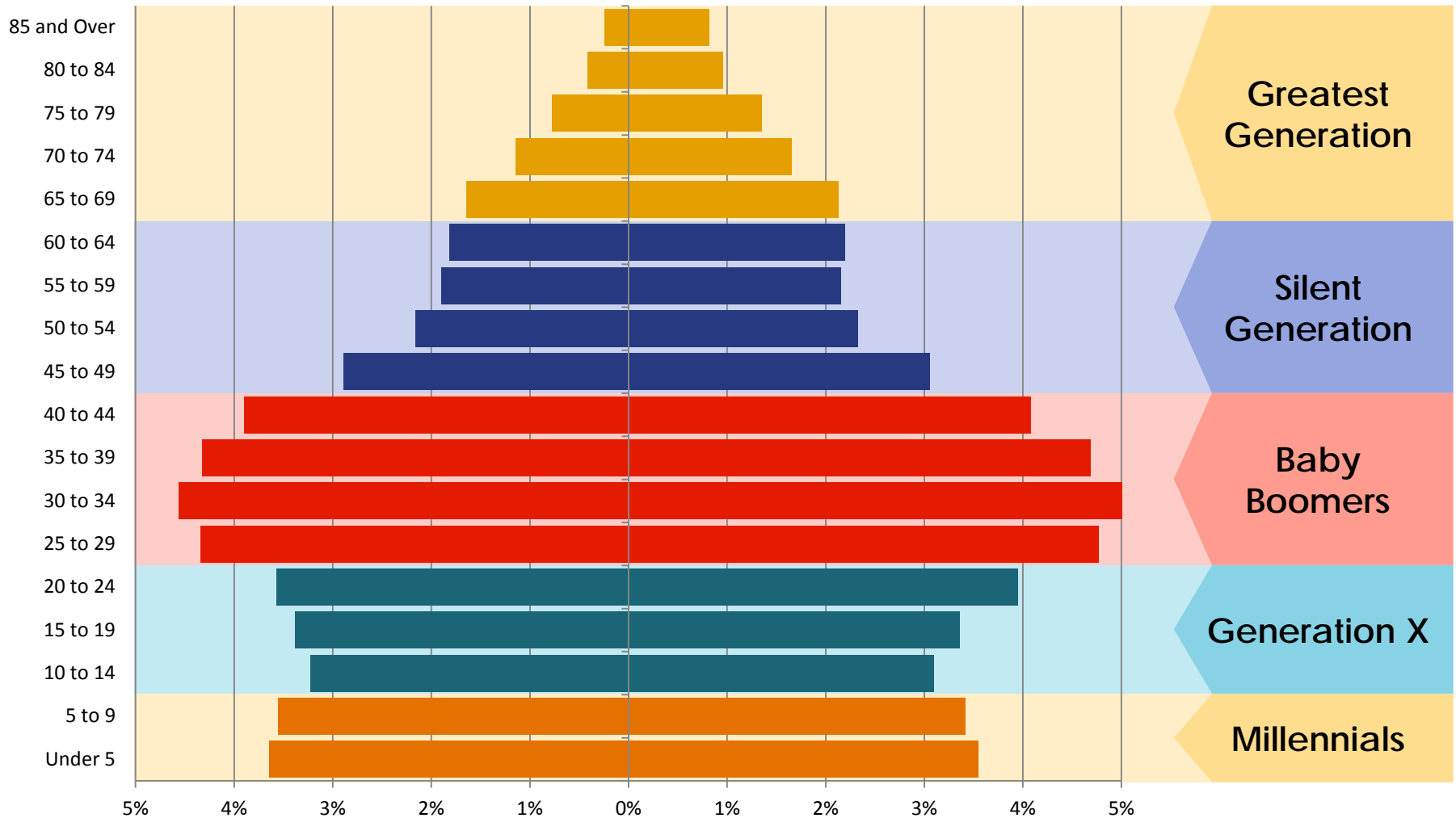


Source: U.S. Census, American Community Survey, 2008-2012 5-Year Estimate.

# Population Distribution by Age

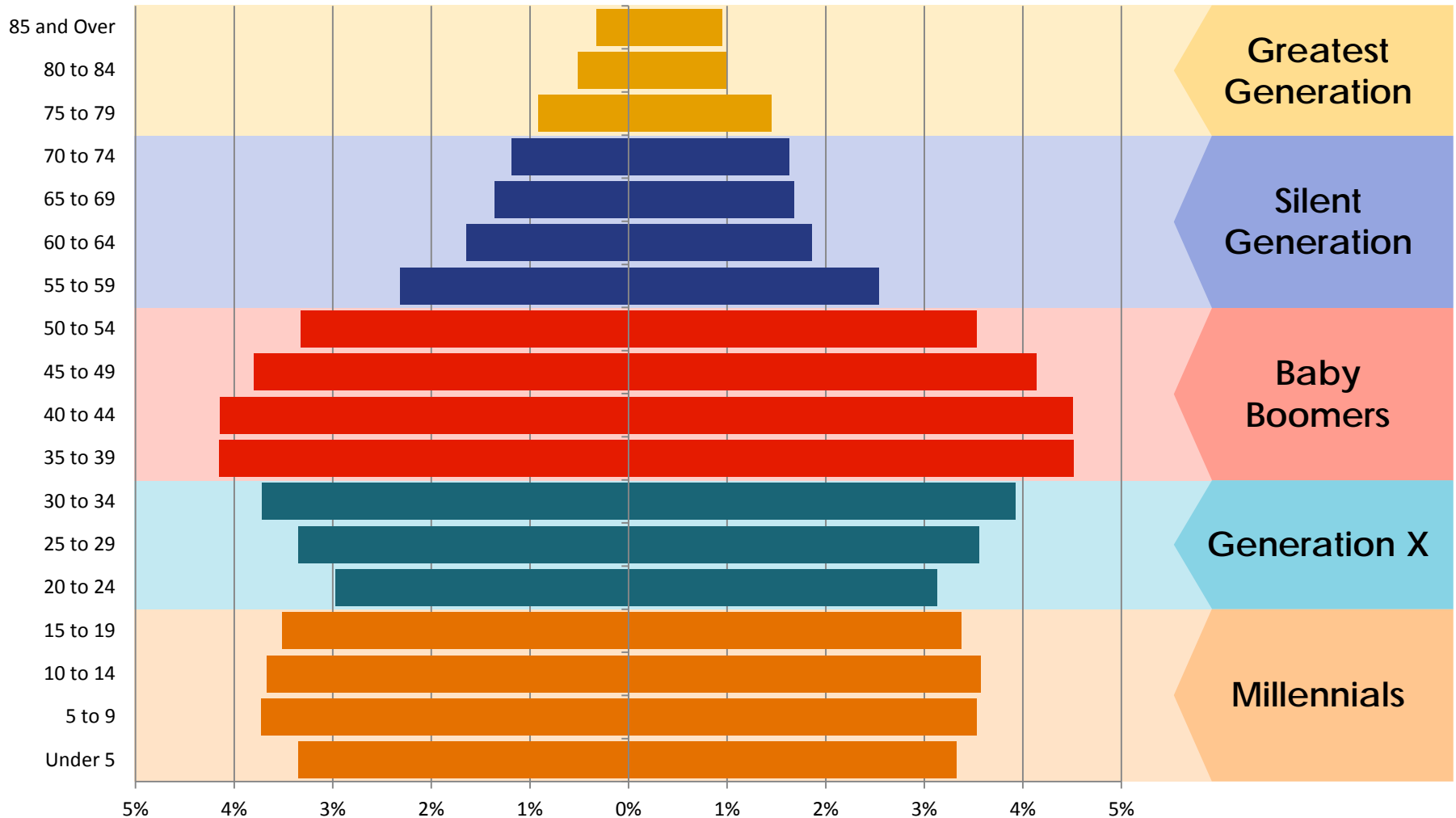


# Richmond Region Population – 1990



Source: U.S. Census by RRPDC geography.

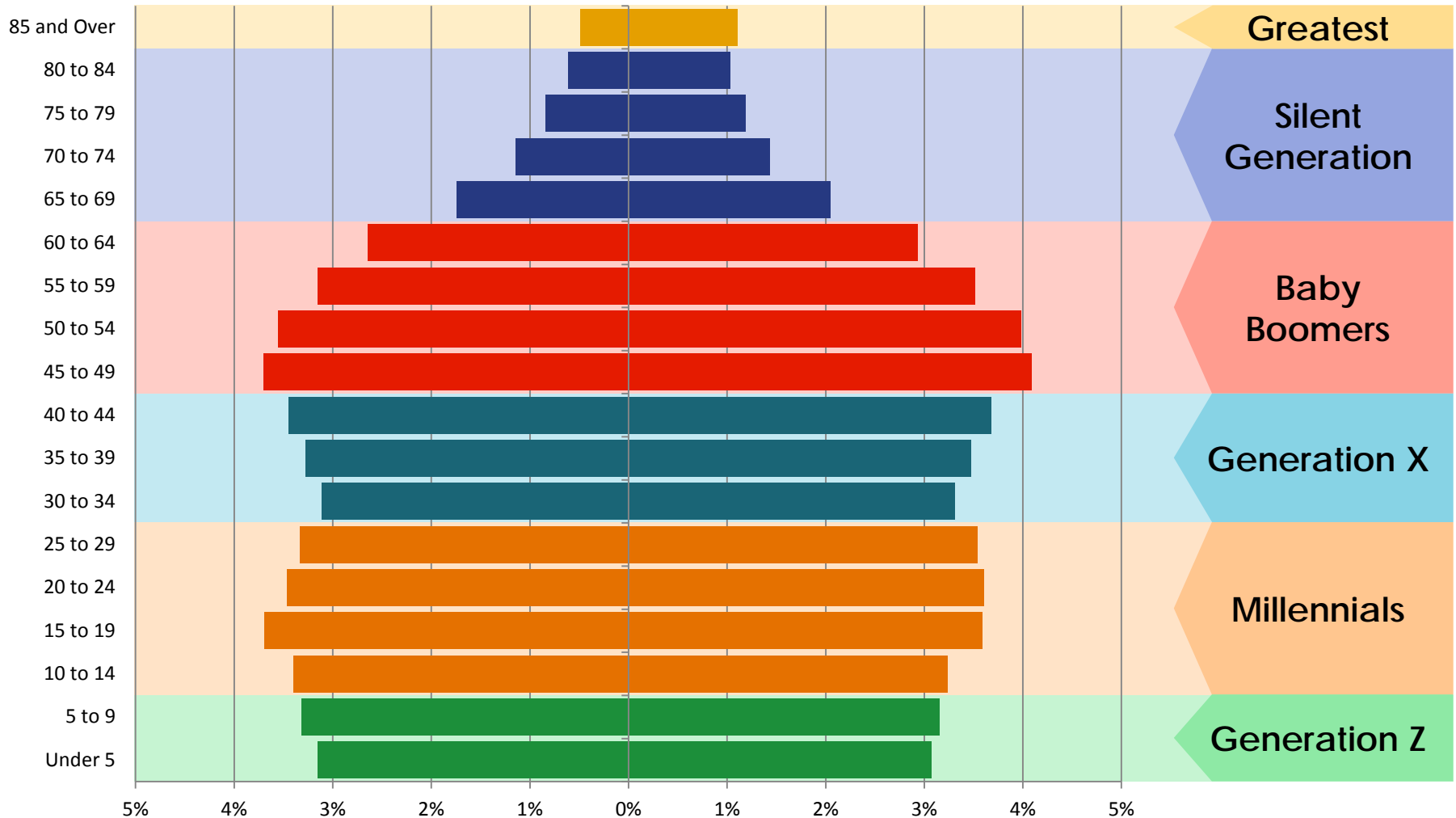
# Richmond Region Population – 2000



Source: U.S. Census by RRPDC geography.



# Richmond Region Population – 2010



Source: U.S. Census by RRPDC geography.

# RIVERS OF THE RICHMOND REGION

2015 Update

## RIVERS OF THE RICHMOND REGION

*A public access guide*



Richmond Regional  
Planning District  
Commission

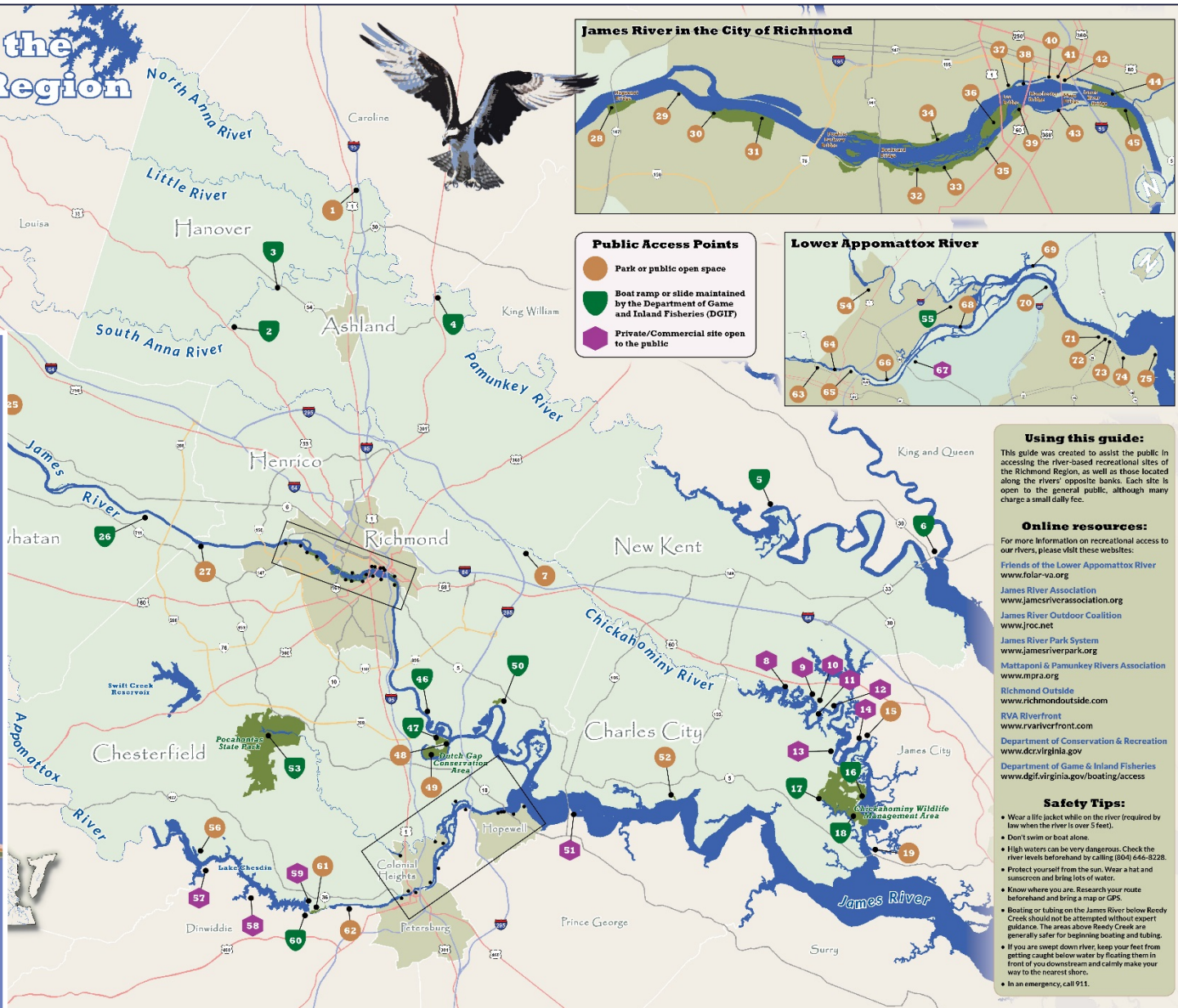


# Rivers of the Richmond Region

## RIVERS OF THE RICHMOND REGION

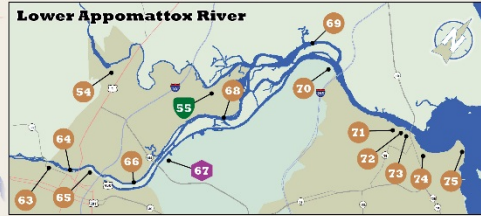
A public access guide

Richmond Regional Planning District Commission



**Public Access Points**

- Park or public open space
- Boat ramp or slide maintained by the Department of Game and Inland Fisheries (DGIF)
- Private/Commercial site open to the public



**Using this guide:**  
 This guide was created to assist the public in accessing the river-based recreational sites of the Richmond Region, as well as those located along the rivers' opposite banks. Each site is open to the general public, although many charge a small daily fee.

**Online resources:**  
 For more information on recreational activities on our rivers, please visit these websites:

- Friends of the Lower Appomattox River [www.folar-va.org](http://www.folar-va.org)
- James River Association [www.jamesriverassociation.org](http://www.jamesriverassociation.org)
- James River Outdoor Coalition [www.jroc.net](http://www.jroc.net)
- James River Park System [www.jamesriverpark.org](http://www.jamesriverpark.org)
- Mattaponi & Pamunkey Rivers Association [www.mpra.org](http://www.mpra.org)
- Richmond Outside [www.richmondoutside.com](http://www.richmondoutside.com)
- RVA Riverfront [www.rvariverfront.com](http://www.rvariverfront.com)
- Department of Conservation & Recreation [www.dcr.virginia.gov](http://www.dcr.virginia.gov)
- Department of Game & Inland Fisheries [www.dgif.virginia.gov/boating/access](http://www.dgif.virginia.gov/boating/access)

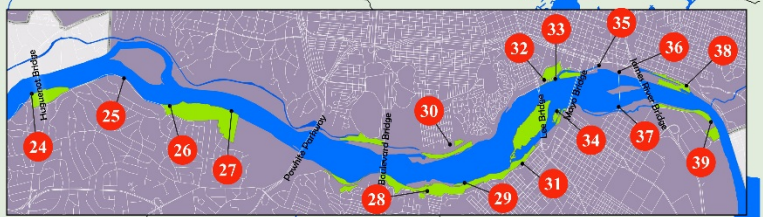
- Safety Tips:**
- Wear a life jacket while on the river (required by law when the river is over 5 feet).
  - Don't swim or boat alone.
  - High waters can be very dangerous. Check the river levels beforehand by calling (804) 646-8228.
  - Protect yourself from the sun. Wear a hat and sunscreen and bring lots of water.
  - Know where you are. Research your route beforehand and bring a map or GPS.
  - Boating or tubing on the James River below Reedy Creek should not be attempted without expert guidance. The area above Reedy Creek are generally safer for beginning boating and tubing.
  - If you are swept down river, keep your feet from getting caught below water by floating them in front of you downstream and calmly make your way to the nearest shore.
  - In an emergency, call 911.



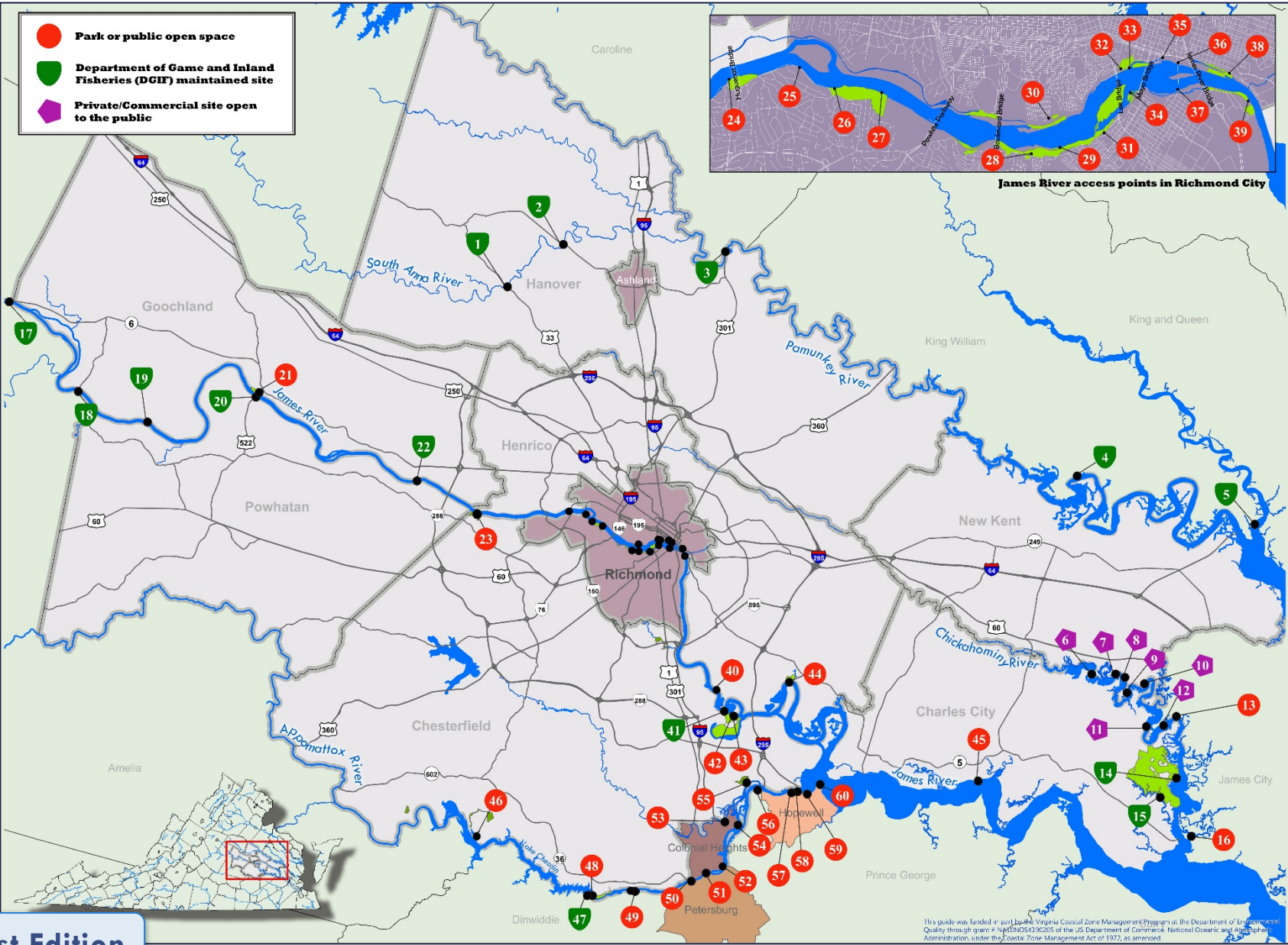




- Park or public open space
- Department of Game and Inland Fisheries (DGIF) maintained site
- ◆ Private/Commercial site open to the public



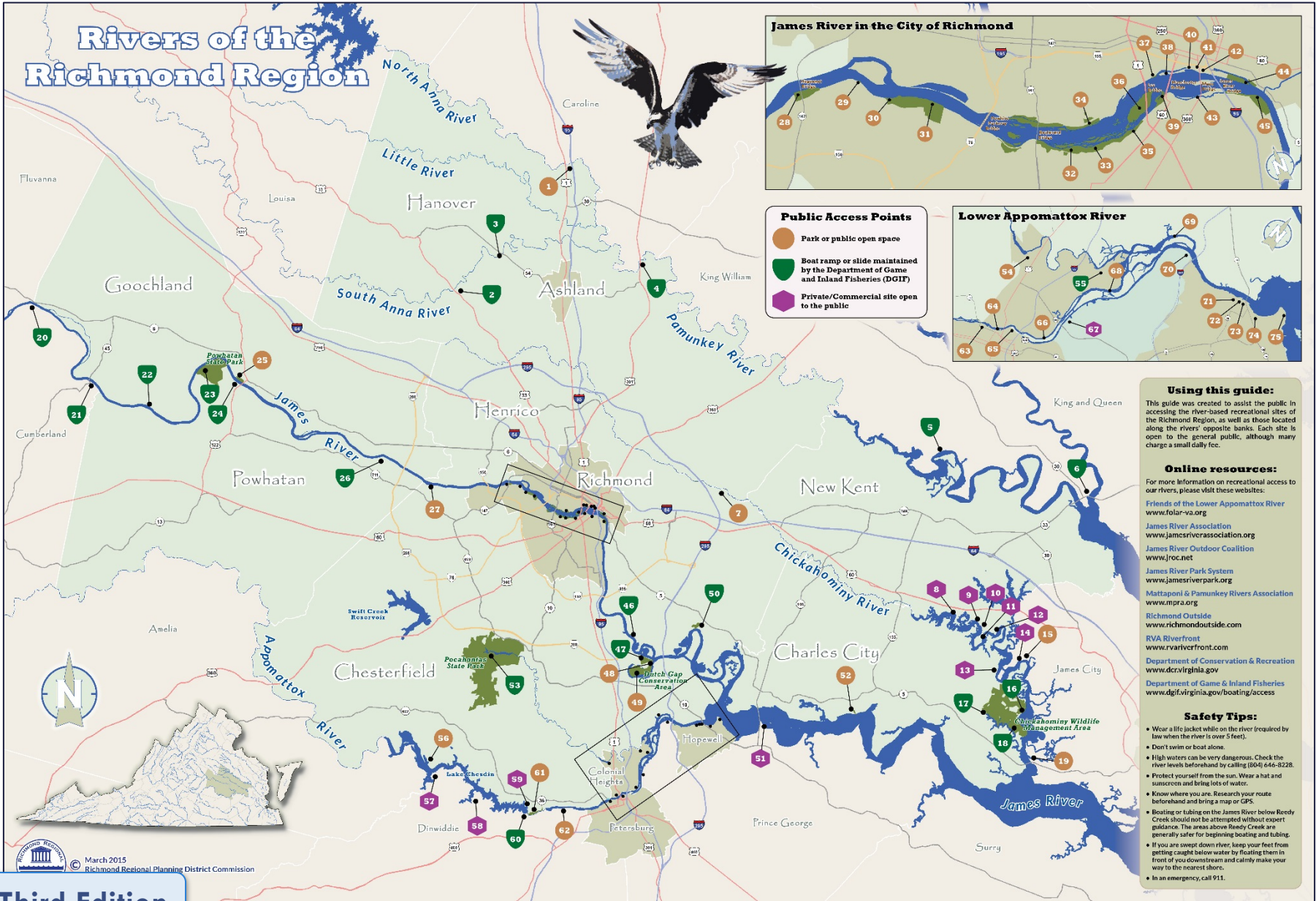
James River access points in Richmond City



**First Edition**

This guide was funded in part by the Virginia Coastal Zone Management Program at the Department of Environmental Quality through grant # N06ON054190205 of the US Department of Commerce National Oceanic and Atmospheric Administration under the Coastal Zone Management Act of 1972, as amended.

# Rivers of the Richmond Region



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- James River Park System [www.jamesriverpark.org](http://www.jamesriverpark.org)
- Mattaponi & Pamunkey Rivers Association [www.mpra.org](http://www.mpra.org)
- Richmond Outside [www.richmondoutside.com](http://www.richmondoutside.com)
- RVA Riverfront [www.rvariverfront.com](http://www.rvariverfront.com)
- Department of Conservation & Recreation [www.dcr.virginia.gov](http://www.dcr.virginia.gov)
- Department of Game & Inland Fisheries [www.dgif.virginia.gov/boating/access](http://www.dgif.virginia.gov/boating/access)

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  - If you are swept down river, keep your feet from getting caught below water by floating them in front of you downstream and calmly make your way to the nearest shore.
  - In an emergency, call 911.



# COLOR PALETTE

Front panel blue  
112,130,192

Map - Rivers Blue  
58,99,175

PANTONE Reflex  
Blue CV  
0,83,159

CMYK Blue  
46,53,143

Pale green  
225,235,220

Algae green  
206,210,179

Dark Green - DGIF  
site  
0,114,54

PANTONE 357 C  
29,86,50

Dark green  
24,80,40

Mother of Pearl  
250,243,245

Map - PDC Tan  
242,238,230

Pale Cool Brown  
199,178,153

Gold - Public  
Open Space  
198,135,80

PANTONE 161 C  
99,60,32

Purple - Commer-  
cial Site  
161,57,149

County Labels  
94,110,102



# PARAGRAPH STYLES

## Header - River Name

### Header - Access Site Name

*(Locality)* Description text.

*Address (Zip Code)*



# RIVERS OF THE RICHMOND REGION

*A public access guide*

## Info Box Title:

Info box text.

Partner Name

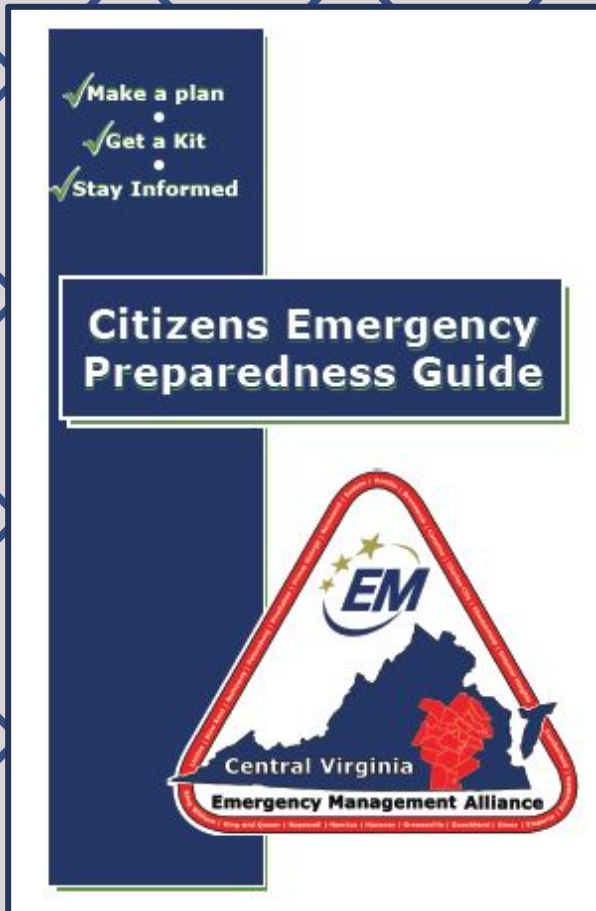
[www.partnerwebsite.org](http://www.partnerwebsite.org)

## Call out box title

Call out box text

# CITIZENS EMERGENCY PREPAREDNESS GUIDE

- Make a plan
- Get a kit
- Stay informed



- ✓ Make a plan
- 
- ✓ Get a Kit
- 
- ✓ Stay Informed

# Citizens Emergency Preparedness Guide



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# Be Prepared

**The likelihood that you and your family will recover from a disaster tomorrow often depends on the preparations you make today.**

Emergencies and disasters are a part of life. Central Virginia is vulnerable to a variety of hazards including flooding, hurricanes, winter storms, tornadoes, hazardous material incidents, acts of terrorism, power outages, and resource shortages.

## *Preparing makes sense.*

Everybody's needs and abilities are unique, but every individual can take important steps to prepare for all kinds of emergencies and put plans in place. By evaluating your own personal needs and making an emergency plan, you will be better prepared for any situation.

## *Get ready now.*

Let us be more responsible for our own preparedness. If we can be prepared for the first 72 hours (three days) after a disaster, we will be ready for an emergency, no matter what form it takes. Three days might seem like a lot, but it's really only nine meals.



## Are You Ready?

*Following a disaster it may take 72 hours for outside assistance to reach your community.*

After a disaster, local officials, first responders, and relief workers will be on the scene, but they cannot assist everyone immediately. It is possible that help may reach you quickly, but depending on the size and severity of the problem, it could take a few hours, or perhaps much longer.

Basic services such as electricity, gas, water, and telephones may be cut off for several hours to a week or longer. Each of us has a responsibility to do our part and prepare for these possibilities.



*Ensure you are prepared with these three easy steps:*

**Make a Plan**

**Get a Kit**

**Stay Informed**

## Notes

## Emergency Supply Kit

### *Basic essentials*

- Water for drinking and sanitation – one gallon of water per person and pet per day for at least three days
- Food – at least a three-day supply of nonperishable food that does not require refrigeration or cooking, and uses little to no water
- First-aid kit
- Battery-powered or hand-cranked radio, and a NOAA Weather Radio with tone alert
- Flashlight or headlamp
- Extra batteries for your radios, flashlights, and other electronics
- Cell phone with chargers
- Whistle to signal for help
- Dust mask to help filter contaminated air
- Can opener (if kit contains canned food)



- Moist towelettes, garbage bags and plastic ties for personal sanitation
- Plastic sheeting and duct tape to shelter in place
- Wrench or pliers to turn off utilities
- Local maps
- Traditional, corded telephone



# During an Emergency

Knowing what to do during an emergency is an important part of being prepared and may make all the difference when seconds count.

Before, during and after a disaster, it is critical that you listen for the most local and up-to-date information from emergency officials. Local television and radio media outlets will convey instructions, such as:

- ✓ Orders to evacuate;
- ✓ Details about evacuation routes;
- ✓ Locations of emergency shelters;
- ✓ How to safely stay where you are;
- ✓ Boil water notices;
- ✓ Where to find assistance; and
- ✓ Weather warnings and watches.



When monitoring the situation before a natural disaster, it is helpful to know the difference between a watch and a warning.

**A WATCH** means that conditions are favorable for hazardous weather to develop.

**A WARNING** means that hazardous weather conditions are imminent or occurring.

## ✓ Utility Shut-Off Instructions

### Gas:

Shut-Off Valve Location: \_\_\_\_\_  
\_\_\_\_\_

Instructions: \_\_\_\_\_  
\_\_\_\_\_

### Electricity:

Panel Location: \_\_\_\_\_  
\_\_\_\_\_

Instructions: \_\_\_\_\_  
\_\_\_\_\_

### Water:

Shut-Off Valve Location: \_\_\_\_\_  
\_\_\_\_\_

Instructions: \_\_\_\_\_  
\_\_\_\_\_

## Building Contacts

**Building Manager:** \_\_\_\_\_

Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

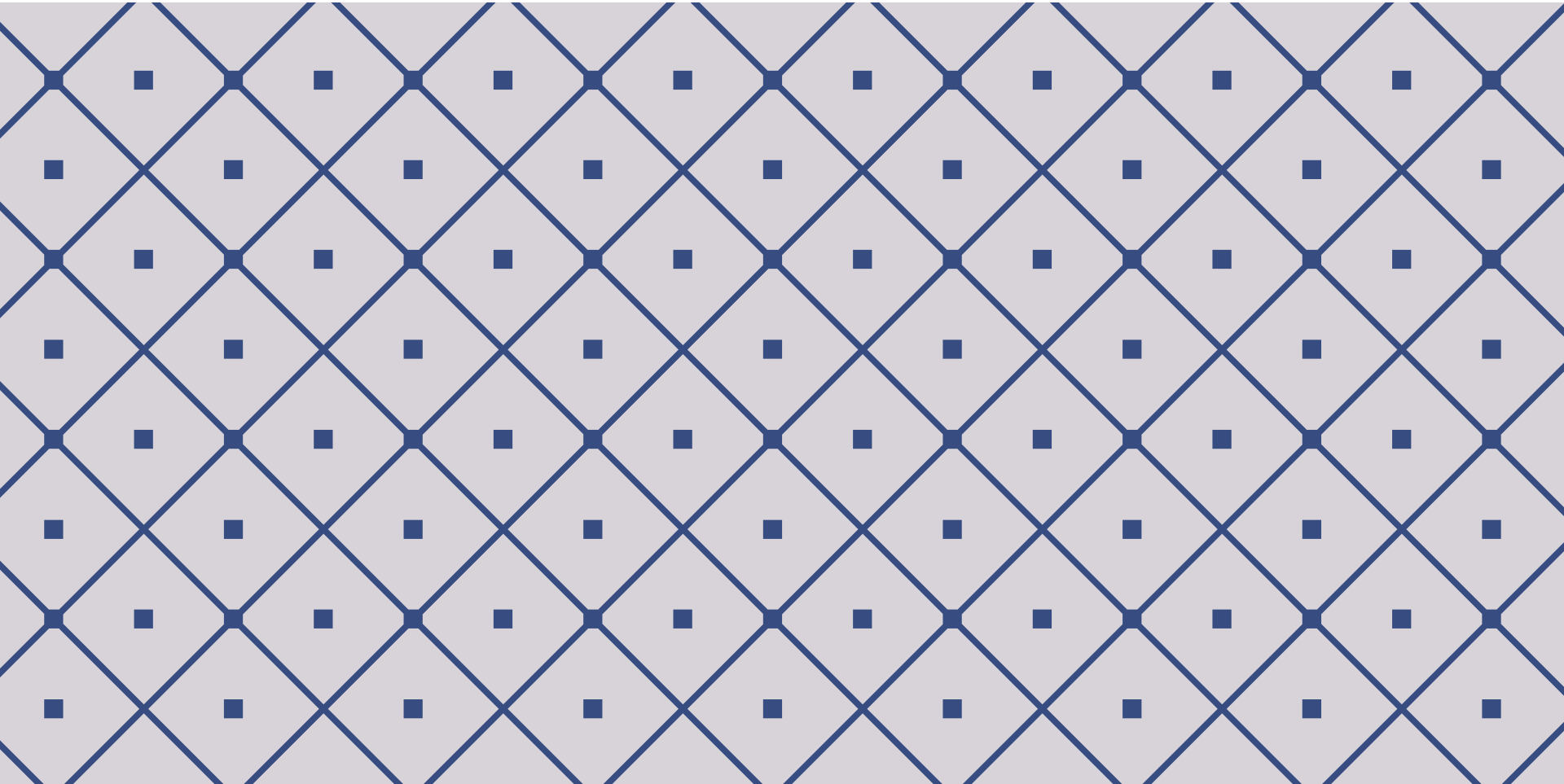
**Landlord:** \_\_\_\_\_

Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

# IN SUMMARY

Dos and Don'ts



# HOW TO ENSURE IT IS READ

## Don't

- ❖ Procrastinate
- ❖ Bore them with technical minutiae
- ❖ Lots of acronyms
- ❖ Fancy vocabulary
- ❖ Regurgitate the obvious
- ❖ Overwhelm them
- ❖ Go it alone
- ❖ Make it ugly

## Do

- ❖ Plan ahead
- ❖ Keep it simple & to the point
- ❖ Explain jargon
- ❖ Use plain language
- ❖ Teach them new things
- ❖ Educate them
- ❖ Use multiple editors
- ❖ Design it pretty



# RESOURCES

- ❖ “Get Read: A guide to making reader-friendly publications;” Les Robinson; Enabling Change; [www.enablingchange.com.au](http://www.enablingchange.com.au)
- ❖ “How to write clearly;” European Commission; [ec.europa.eu](http://ec.europa.eu)
- ❖ “Claire's clear writing tips”; European Commission; [ec.europa.eu](http://ec.europa.eu)
- ❖ “How to write in plain English;” Simply Put; [www.simplyput.ie](http://www.simplyput.ie)
- ❖ “Document design tips;” Simply Put; [www.simplyput.ie](http://www.simplyput.ie)
- ❖ “Federal Plain Language Guidelines;” Plain Language Action and Information Network; [www.plainlanguage.gov](http://www.plainlanguage.gov)
- ❖ “Plain Language: A Handbook for Writers in the U.S. Federal Government;” Lauchman, Richard; [www.plainlanguage.gov](http://www.plainlanguage.gov)
- ❖ “Designing For The Reading Experience;” Smashing Magazine; [www.smashingmagazine.com](http://www.smashingmagazine.com)
- ❖ “First Things First: The Lost Art of Summarizing;” Kimble, Joe Kimble; [www.plainlanguage.gov](http://www.plainlanguage.gov)
- ❖ “How to Write Articles that Don't Generate Business;” American Bar Association; [www.americanbar.org](http://www.americanbar.org)
- ❖ “How to Do a Newsletter That Gets Read;” University of Missouri Extension; [missouri.edu](http://missouri.edu)
- ❖ “8 Incredibly Simple Ways to Get More People to Read Your Content;” Copyblogger; [www.copyblogger.com](http://www.copyblogger.com)

# QUESTIONS?

