THE TOWER APPROACH TO WRITING

WRITING IS ONLY PART OF THE BATTLE

The biggest mistake when it comes to writing is…we just start writing. No process. No plan.
TOWER helps us stay on track.

T O W E R

05 REWRITE

Read aloud again, looking for common mistakes. Is each sentence complete, clear, and correct? Is the document formatted clearly so it is easy to scan? Make adjustments before submitting.

04 EDIT

Read through your work out loud. Is the structure sound? Does each paragraph clearly answer an important question? Reorder paragraphs and sentences as needed and trim unnecessary detail.

03 WRITE

Find quiet time in a quiet place. Start with an executive summary. Select the key messages from your map and explain them. Don't edit as you write. When you're done, step away for a few minutes.

02 ORGANIZE

What does your audience need first, second, etc.? Outline your key points using a BRIEF Map.

01 THINK

"Who is my audience? What do they need to know?" Let these questions guide everything. Use a DRAFT Card to document your thoughts.