Tips for Writing to Brand (It’s not all about the visuals!)

W  What are you trying to say? What is it you are asking/informing/showing/telling? Why is it important? Answer the “So what?” question.

R  Reader, Reader, Reader. Think reader. Determine who your audience is and what will resonate with the individual or group. (That “what” question again.) Aim for a conversational voice.

I  Identify what key messages are important to convey to your reader.

Some of our common messages include:

- The importance and value of a robust undergraduate education
- The intrinsic link between teaching and research
- Community engagement and service
- Research excellence/powerhouse
- Problem-based learning and evidence-based knowledge
- Collaboration
- Friendly campus
- The McMaster community/family
- Potential

T  Tie all your bits and pieces together. Every piece of writing needs a beginning, a middle and an end. Organize your material in a way that works for you. That could mean opening, persuasion, closing or intro, inform, thank you. Then tailor it to your audience. Tell a story.

E  Edit, evaluate and edit again. Edit on screen but make sure you print out your document and edit the HARD COPY too. Then ask a colleague to proof your work.