

# How to Write Training Materials Faster, Stronger & Better



ASTD Mt. Diablo  
June 18, 2013

Lynda McDaniel

# Tonight you'll take away how to:

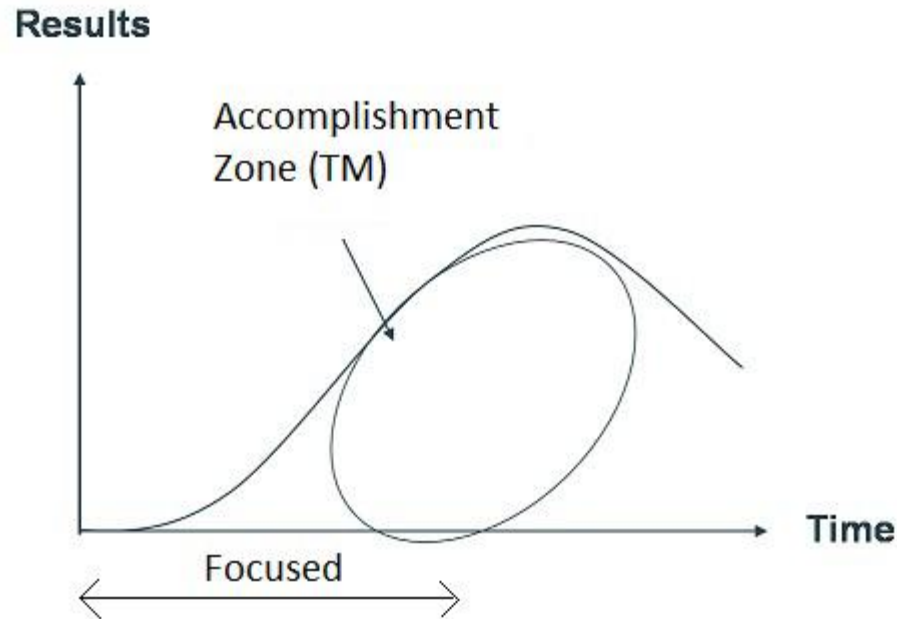
1. Fit writing into your busy day
2. Plan and organize like a pro
3. Double your writing speed
4. Deal with too much material
5. Add polish and pizzazz

Find time to write—even with  
a hectic schedule



# Accomplish More with Less

Working on a task



[www.people-onthego.com](http://www.people-onthego.com)

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# ORGANIZING TECHNIQUES

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Organizing:  
Get to the point quickly!



And repeat  
at the end

# Get to the point quickly!

The damage was not only the lost time and the use of a paper based manual system during the recovery period, but the potential for **deadly criminals being put back on the street** due to the lack of proper tracking techniques. In a sense, **this technology crash** became a life-and-death matter.

# Get to the point quickly!

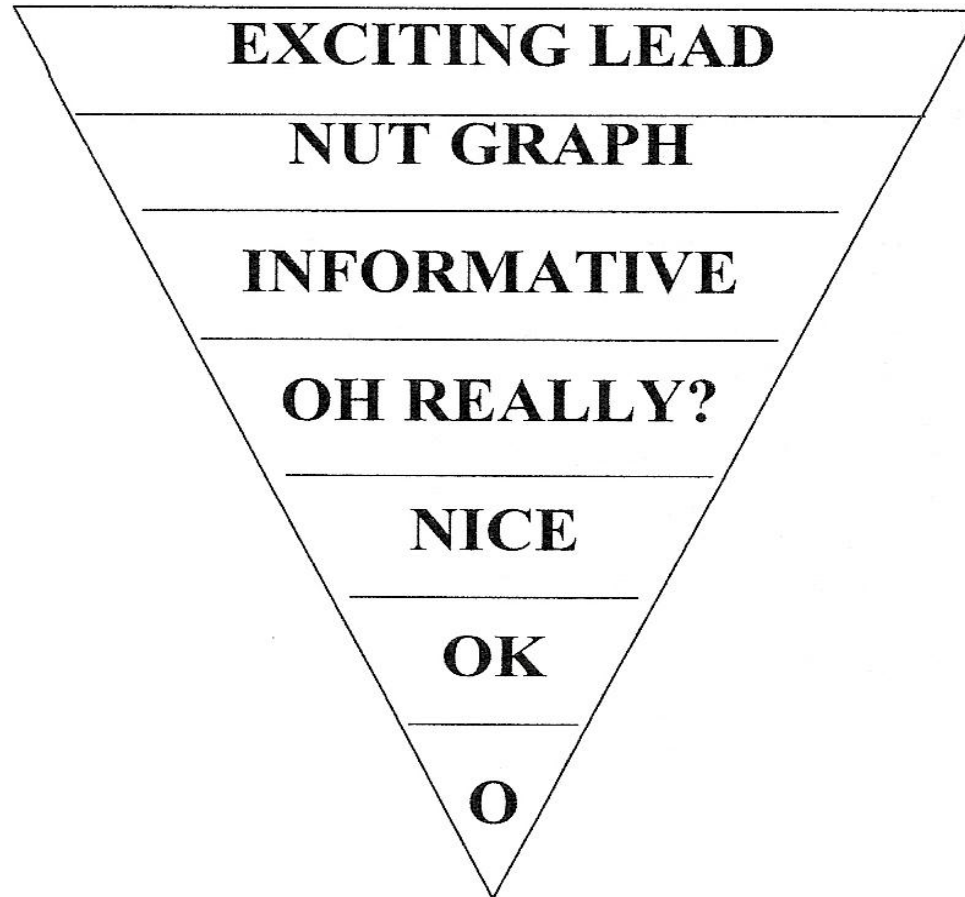
**The effect of the technology crash went beyond** the lost time and the frustration of using a paper-based manual system during the recovery phase. Without the tracking techniques, violent criminals could be back on the streets. In a sense, this technology crash became a life-and-death matter.

OR

**The effect of the technology crash and the loss of tracking techniques meant violent criminals could be back on the streets.** In a sense, this technology crash became a life-and-death matter.



# Inverted pyramid



# RULE OF ONE

# Rule of One

Effective writing has **one idea per sentence**, **one idea per paragraph**, **one main topic per memo, letter, or e-mail**.

Effective writing has:

1. **One idea per sentence**
2. **One idea per paragraph**
3. **One main topic per memo, letter, or e-mail.**

# **BULLETS & NUMBERS**

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# Bullets

Paychecks, dates, supplies, index cards

- Paychecks
- Dates
- Supplies
- Index cards



# Numbers

Please send me your birth date, dates you worked, supplies you need and the number of vacation days you have left.

Please send me:

1. Your birth date
2. Dates you worked
3. Supplies you need
4. Number of vacation days left

Double your  
writing speed





# Speed Tip #1: Get cracking!

- Just start!
- Get that 80-pound backpack (procrastination) off your back
- Ignore the myth of “writer’s block”

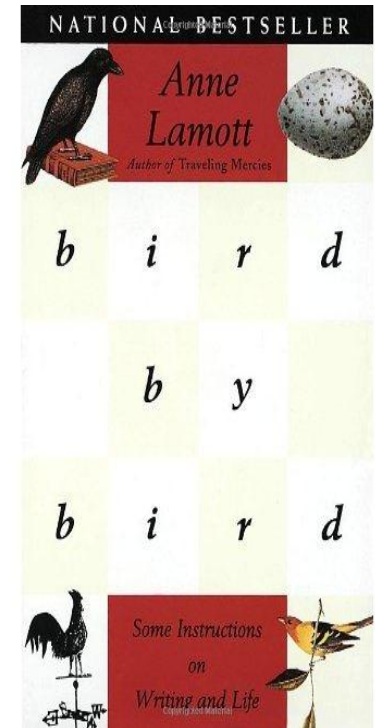


WRITER'S

BLOCK

# Speed Tip #2: Write fast first drafts

- Let it rip!
- Just about everyone writes terrible first drafts
- Saves time for the all-important editing
- **BONUS:** Fast first drafts increase your writing speed AND your creativity



# Speed Tip #3: Avoid Scribble & Scratch

Write your first draft fast. Don't stop to fix things or look for the perfect word.

Four <sup>87</sup> ~~score and seven~~ years ago our <sup>PARENTS</sup> ~~fathers~~  
brought <sup>TO</sup> ~~forth~~ on this <sup>NEW PLACE</sup> ~~continent~~, a ~~new~~ nation,  
~~conceived~~ <sup>OF</sup> in Liberty, and ~~dedicated~~ <sup>THAT SAID</sup> to the  
~~proposition~~ that all <sup>PEOPLE AND WOMEN</sup> ~~men~~ are created equal.



## **Speed Tip #4**

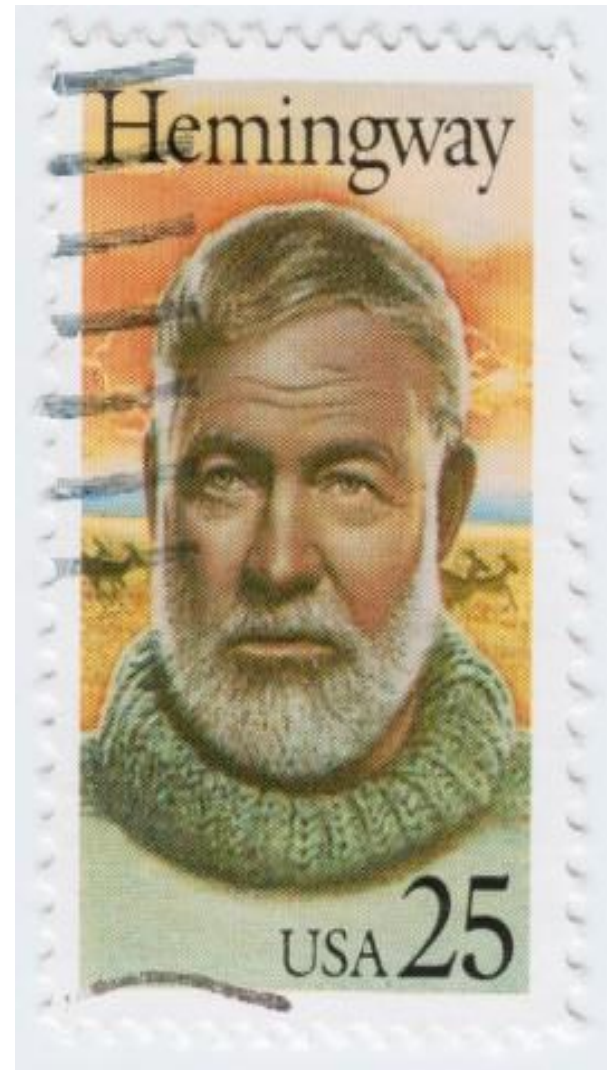
**TURN OFF YOUR  
MONITOR!**

# Speed Tip #5: Build momentum

- Write xxx if you're stumped and keep writing.
- When you come back, the right word will pop into your head.

# Speed Tip #6: Borrow from

- For projects that take more time, finish one day's work where you know what to write next.
- Next day, you'll start right up!





Speed Tip # 7  
Plunge in — anywhere!



**Eureka**  
**End**

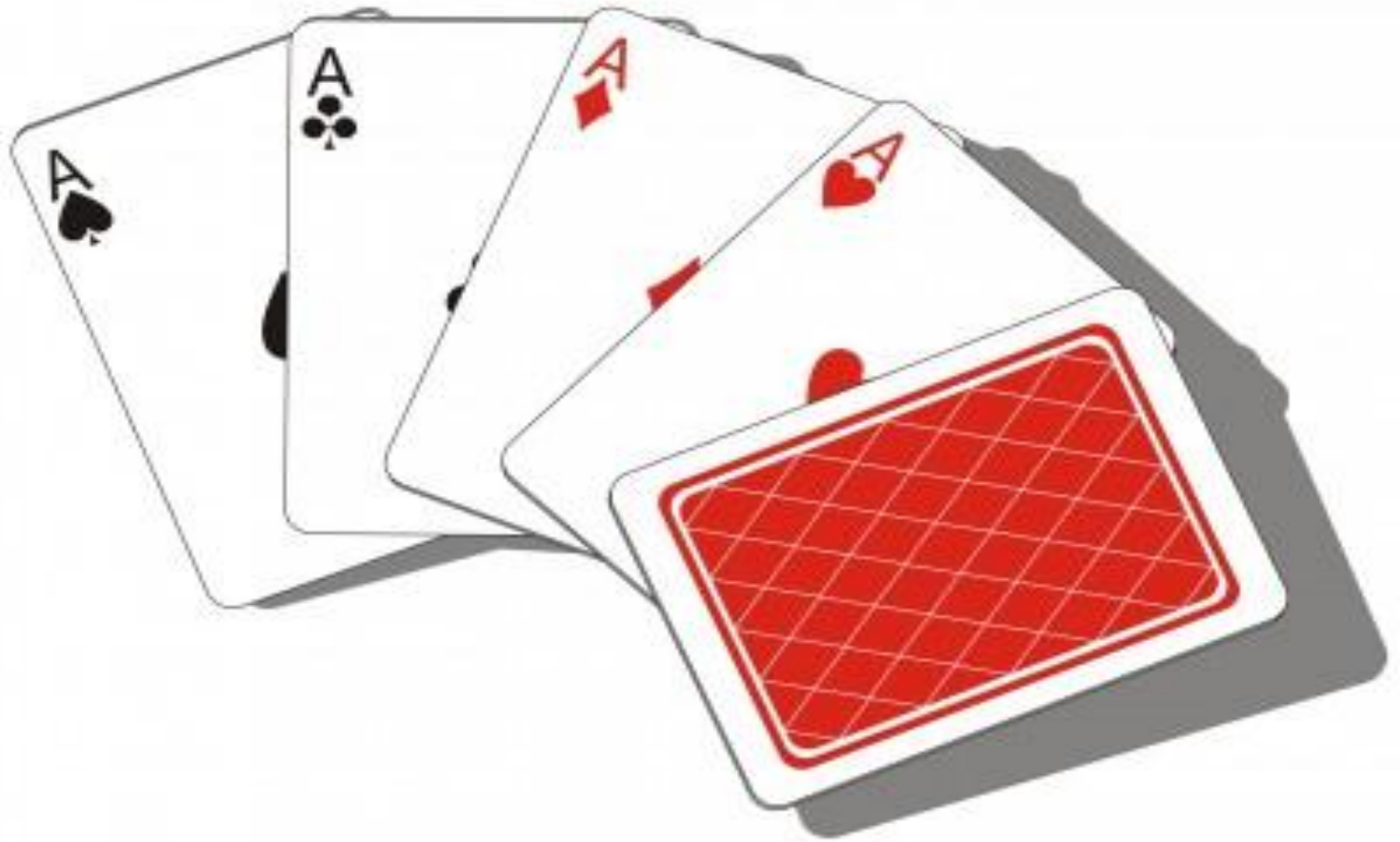
**Beginning**

**Middle**

# How to deal with too much material



# 1. Deal the cards



2. Make a (good) alphabet soup!

SUCCESS!



# Make a (good) alphabet soup!

1. Go through your research material—interviews, articles, reports, notes, etc.—and assign each pertinent paragraph a number or letter.

(Don't worry about prioritizing—yet.)

# Make a (good) alphabet soup!

**A** Why they got involved in philanthropy - Great project – not only aspect of cutting carbon and old dependency – also educating my generation about how to make educated decisions once they become mainstream consumers. Right now parents are doing.

**B** Not look at problem to try to make all the fixes right now – cut all green house gasses at Mayo HS right now. That's not feasible – affecting long run change – not just about carbon cutting, educating students and give latent knowledge how much carbon cut and savings on their energy bills. Combine eco and environ so they can call on that knowledge and instead of installing a natural gas hot water heat – choose solar thermal because will save this much money in 10 years and cut 20 tons of carbon emissions during that time. One for pocketbook and one for environment—that's why I became so involved in this project.

**X** Who got them interested in philanthropy. Giving back to the world: I've been dealt a good hand and thankful and thank my lucky starts every day – everyone to give back to do so and not just go thru life thinking about how great it is for me but spread that luck around and help anyone you can help – I think this is really cool way to help and I'm definitely involved because of the great cause it is.

**C** Are their friends involved in fundraising, volunteering, etc. Yes. Growing community of involvement in philanthropic efforts – reassuring I can't say it's all for the right reasons, some do for college resumes but it may not be the best means, the end justifies the means. They start enjoying programs and they grow their involvement – hey I might have gotten in for my college resume or whatever, eventually realize it's a cool project I'm doing it because I love doing it and helping out.

# Make a (good) alphabet soup!

**2.** Review your general outline and make sure everything is still accurate. (Research can change your approach.)



# Make a (good) alphabet soup!

**3.** List the letters (or numbers) from Step 1 in the appropriate section in your outline.

# Make a (good) alphabet soup!

Let's look at the outline for a professional profile:

1. How started? **A G H L**
2. Where now? **B D F K P**
3. How made the difference? **J M N**
4. How got promoted? **C E I**
5. Where headed? **O Q R**

# Make a (good) alphabet soup!

5. Prioritize the numbers/letters in each section.

1. How started? **A H L G**

2. Where now? **D B K F P**

3. What made the difference? **N M J**

4. How got promotions? **C E I**

5. Where headed? **Q O R**

# Make a (good) alphabet soup!

6. Copy and paste these key points into a new document (This step keeps your original research intact.)
7. Use this as a very rough draft
8. Write introductory and transitional copy to make the points flow together

# Make a (good) alphabet soup!

When you finish your first draft, you're ready to edit:

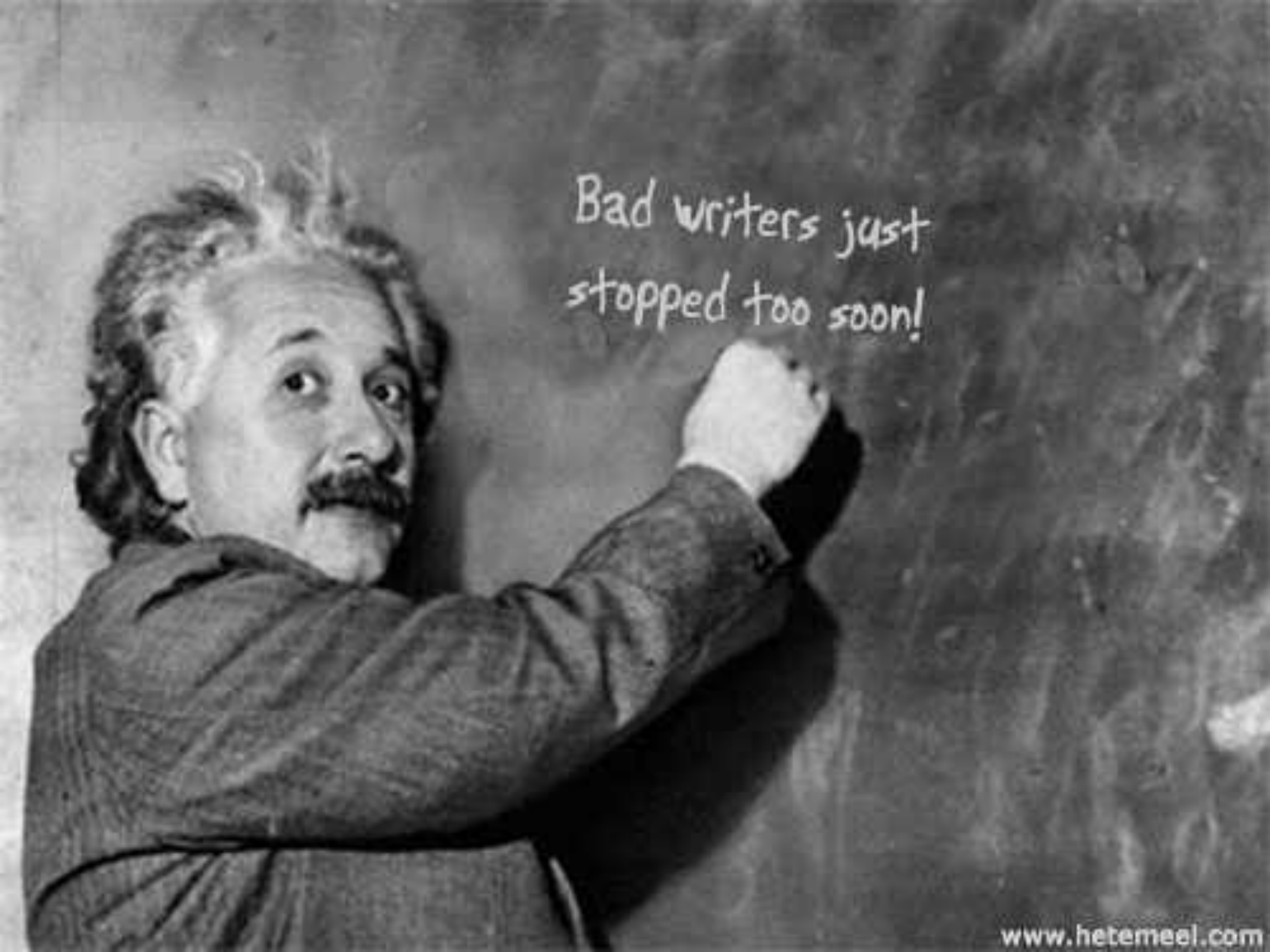
**9.** Cut, cut, cut all those extra words

**10.** Keep editing until it reads well

(But not until you've finished your draft!)

A black and white photograph of Albert Einstein standing in front of a chalkboard. He is wearing a dark, long-sleeved sweater and has his characteristic wild, white hair and mustache. He is looking back over his right shoulder towards the camera with a wide-eyed, curious expression. His right hand is raised, holding a piece of chalk, as if he has just finished writing or is about to write. On the chalkboard to his right, the words "Good writing is really good editing" are written in a casual, handwritten style.

Good writing  
is really  
good editing

A black and white photograph of Albert Einstein, with his characteristic wild hair and mustache, looking back over his shoulder while writing on a chalkboard. He is wearing a dark, long-sleeved jacket. The chalkboard is dark and has some faint, illegible markings on it.

Bad writers just  
stopped too soon!

First draft finished!





**CUT**

**CORRECT**  
**CATCH**

**EDIT**

**IMPROVE**

# Editing steps

**Step 1:** Remember: Bad writers just stopped too soon

**Step 2:** Use plain English and simpler sentences

**Step 3:** No Scribble & Scratch: Keep writing & editing separate

**Step 4:** Follow the six C's of editing

**Step 5:** Proof, proof, proof

# SIX C's OF EDITING

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# Make your content:

1. Conversational
2. Clear
3. Concise
4. Creative
5. Constructive
6. Complete

# Edit for Success - Before

At ABC Maintenance, the program in place for improving quality levels at the service locations starts with the process of delivering the service orders generated. For every scheduled service request a service order is generated. There will be a schedule of customers to be serviced each day. Each repair specialist has a batch of service orders to complete. A copy of the service order is left at the customer location and the original is processed at ABC. ABC management will monitor the service orders and will ensure that all repairs are made and that every service order is complete.

# Edit for Success - Before

At ABC Maintenance, the program in place for improving quality levels at the **service** locations starts with the process of delivering the **service** orders generated. For every scheduled **service** request a **service** order is generated. There will be a schedule of customers to be **serviced** each day. Each repair specialist has a batch of **service** orders to complete. A copy of the **service** order is left at the customer location and the original is processed at ABC. ABC management will monitor the **service** orders and will ensure that all repairs are made and that every **service** order is complete.

# Edit for Success - After

ABC Maintenance has a proven program so that you can relax. Every scheduled service request is backed by a service order that immediately goes to the right maintenance specialists for the job.

When the repair is completed, they leave you a copy and the original is processed at ABC. Our management team reviews all orders to ensure repairs are completed as promised.

# Edit for Success – Even better

ABC Maintenance offers outstanding customer service you can rely on. Here's how it works:

1. Every scheduled service request is backed by a service order.
2. That order goes to the right maintenance people for your job.
3. When the repair is completed, they leave you a copy and the original is processed at ABC.
4. Our management team reviews all orders to ensure repairs are completed as promised.



# Proofing

- Find a proof buddy
- Print it out
- Read aloud for flow
- Send to yourself

# Now you know how to:

1. Fit writing into your busy day
2. Plan and organize like a pro
3. Double your writing speed
4. Deal with too much material
5. Add polish and pizzazz

**Thank you!**

**Lynda McDaniel**

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