

Make the message usable

Revise for audience, purpose and register

A warm tone can be precise. A formal tone can still be unclear.
Change only what the confirmed source supports.

1. READER + PURPOSE

Your words / source detail: _____

2. ACTION + DETAIL

Your words / source detail: _____

3. TONE + CHECK

Your words / source detail: _____

WORKED EXAMPLE

Card D: “come early” is vague; “9:15 to 10:00” is usable.
Ask respectfully for any detail the source still omits.

TRY IT: Which word or heading helps this particular reader act?

Tactile / low-vision route:

Put a draft strip next to a revised strip; mark each changed fact.