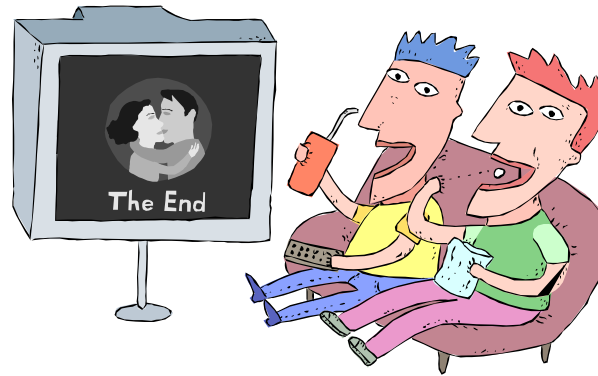




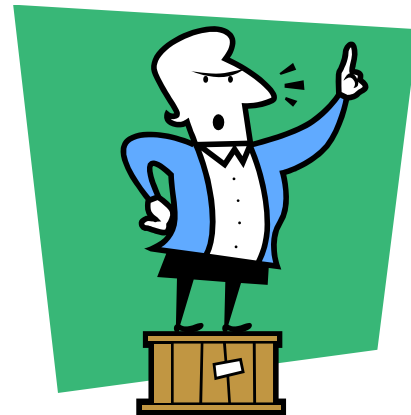
**Identify your Purpose**



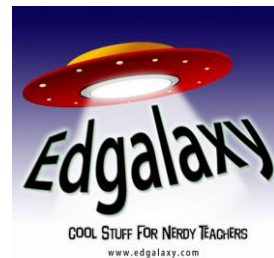
**Write for an Audience**



**Use Great Ideas**



**Use a Clear Voice**



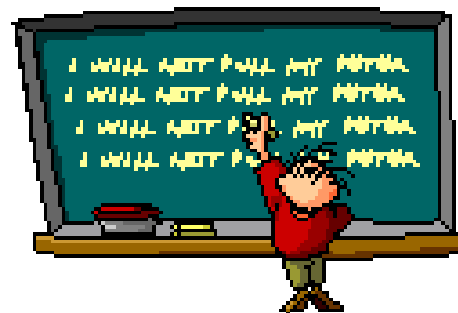
**Use Writing Conventions**

## **The 8 Elements of Effective Writing**

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**Organise your Writing**



**Use Sentences & Paragraphs**



**Choose the Right Words**