

trigger for communication:
unfamiliarity of text strategy (TS)

STEP 1
set your goals

Step 1A, knowledge goal

Step 1B, attitude goal

Step 1C, behaviour goal

How does the TVF work?
Listen to the explanation in seven minutes behind this QR code or view the example below on this page.



Relevant facts:

- TS is structured text preparation
- 'three steps to powerful words' is a method for TS
- TS has a website, book, (online) training, exam, register ...
- TS leads to powerful texts and happy readers

Viewer (see 2a and 2d) smilingly recognizes the struggle with text and feels **astonishment** about the simplicity of the solution.

After watching the video

- the viewer **visits** the website
- the viewer **shares** the video

STEP 2
document the choices

Step 2A, target reader

Step 2B, core message

Step 2C, creative hook or concept

Step 2D, medium & channel

The 'reader' is a professional or student who

- knows good writing is not easy
- has no idea what TS is
- daily experiences that effectiveness of communication is a success factor for his work
- can watch, understand and share a video
- wants to make his readers happy

First set goals, secondly document choices, then produce a text; these are the 'Three Steps' for Text Strategy, or structured text preparation or in reverse text analysis.

To achieve the attitude goal, the creative hook chosen is the **comparison between** a text and an apple pie.

To make the comparison visible and tangible a video is a suitable medium (channel is YouTube).

STEP 3
produce a text

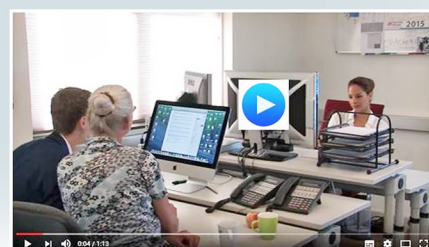
Step 3A, structure with readers' questions

Step 3B & 3C, final product; text: wording & spelling

The video answers the following questions:

- what is this about
- why should I look further
- what is the solution for failed texts
- where can I find more information

The final product of this text preparation is the script for the video 'How to bake a text'.



Go to the next page to prepare, analyze or outsource a text.

happy readers

Text Strategy
in three steps
to powerful words

TPF
Text
Preparation
Form

Version March 2021

This digital version of the TPF has thirteen entry fields: two on this page, eleven on the next. You will find an explanation for each field by hovering your mouse. The data will be retained after saving.

Written texts are silent.
However, they can cause a lot of noise ...



Name

Assignment

STEP 1, set your goals

STEP 2, document the choices

STEP 3, produce a text

step 1A, knowledge goal



step 1B, attitude goal



step 1C, behaviour goal



step 2A, target reader



What does the reader **know, think, and want**?
What can he do?

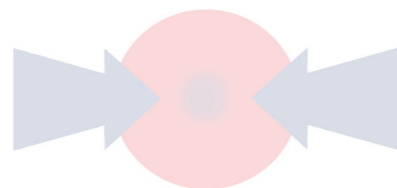
What do those arrows mean?

trigger for communication

Date:

Starting point:

step 2B, core message



step 2C, creative hook



step 2D, medium & channel



step 3A, structure

- what is this about
- why



step 3B & 3C, final product; text: wording & spelling



Need explanation? www.textstrategy.com

Request TPF for someone else