Informational/ Explanatory Writing Essentials

1. **Identify the main/controlling idea.**
   Purpose + Subject + Your Point of View = Controlling Idea.

2. **List the evidence.**
   What is important and interesting?

3. **Elaborate, elaborate, elaborate.**
   Include reasons, examples, facts, and/or quotes.

4. **Organize and connect the ideas to show relationships.**
   Employ transitions between key points.

5. **Conclude the information/explanation.**
   Don't repeat! Remind the reader what's important and interesting.

6. **Maintain a formal style.**
   Establish an objective, academic tone. Sound like an expert.

EOC