

Hello Everyone!

I hope that this weeks newsletter gets through to everyone in a format that you can read. I have really been struggling with fixing the newsletter, I still have no idea why it is producing the extra characters. Please do me a favor and let me know how this weeks newsletter looks.

Now...On to the Newsletter

Writing Tutorials - Part 2

Last week we spent some time talking about setting up an outline for a tutorial. This week, I'd like to focus on filling in that outline with the instructions.

Again, I want to make sure that everyone understands that this is the process that I use to write all of my tutorials and books.

The process is really rather simple. I start with the first thing listed on my outline and write in what needs to be done.

Really there's a little more to it than that. When writing instructions it has to be completely understandable by EVERYONE. That means that the instructions have to be broken down so that everyone on every educational level can read and understand it. Think of it as trying to describe clouds to a person who was born blind. You have to be very detailed to get the point across. Never assume that the reader knows what you are talking about.

Here's an example. In most of my tutorials (and books for that matter) I start with 'measuring and cutting wire'. To most readers they would have no problem with me just writing "measure and cut 4 pieces of wire to 7 inches each". Most experienced wire artists would completely understand what needs to be done. What about those who have never worked with wire? They may not understand how to measure the wire out, which wire needs to be measured and cut, and what tool to use to do the cutting. To get them to completely understand what needs to be done I would write "using a tape measure (or some other measuring device, measure 4 pieces of 21 gauge square wire to 7 inches each. Use wire cutters to cut each piece". This method takes all of the guess work out for the reader.

One last thing. It is best to go through and write all of the instructions to the best of your ability. I always go back through what I have written and edit. I may do this 2 or 3 times before I am satisfied with the instruction. Once I am satisfied with the instructions, I always let someone else read them before I move on. Having someone else read your instructions is a great idea. They may see things a little differently than you do and can offer changes that will help get the point across better.

Until next week... Remember - Practice, Practice, Practice!

Jim McIntosh

Mackintosh Jewelry Studios

<http://www.macjewels.com>

email: jim.mcintosh@macjewels.com