

Green Level Strategies

Note: These reference guides do not take the place of assignment guidelines



Strategies for Framing Context and Securing Agreement

The Green Level Strategies assist writers during the prewriting and planning stages of the writing process. These strategies help you address persuasive situations, clarify your purpose and goals for communication, and work to strengthen the Red, Orange, and Yellow Level Color Strategies.

Establish a Clear Objective

Establishing a clear objective begins with discovering and clarifying the purpose of your communication *before* writing. By clarifying your objective, you are able to have a clear idea of the short-term and long-term goals you hope to convey to your reader, as well as your desired outcomes. Having clear objectives before communicating enables you to clearly state your purpose, goals, and needs to others.

There are several questions you can ask yourself to help clarify your objective:

- What is the purpose of your communication? (see Red Level Strategies Handout)
- How does the purpose benefit you short-term, long-term, or both?
- How does the purpose benefit the recipient(s)?
- What can you offer to your recipient(s) that others cannot?
- What kind of short-term and long-term relationships do you hope to establish with the recipient(s)?

Example: *I am writing to the National Magic Council (NMC) to apply for an Archmage position. If accepted for this position, I will reach my short-term goal of gaining access to more resources and magical supplies, joining the Archmage Council, and developing relationships with current Archmages. I will also be taking a step toward my long-term goals of becoming the Sorcerer Supreme and of changing the wizarding world for the better. I will benefit the Archmage Council through my mastery of fire magic and thorough knowledge of swamp dragons. In addition, unlike most other mages, I am quite proficient with the Firebolt Racing Broom. In the short-term, I would like to establish connections within the NMC and learn from the best. In the long-term, I would like to gain friendships and alliances that will last for centuries.*

Align Objectives and Account for Differences

Aligning objectives is the process of discovering and understanding your audience's goals, objectives, and motivations *before* writing so that you can align your goals with those of your audience. Accounting for differences between your goals and your audience's goals is how you overcome, reconcile, or minimize any differences that appear between your objectives and those of your audience. This strategy establishes a win-win situation between you and your audience.

Align Objectives

Aligning objectives refers to finding the ways in which your objectives may be similar (or even the same) as those of your audience. There are many strategies that you can use to understand your audience's objectives, and the most effective methods are also the most simple: research, communication, and speculation.

Research

Most of the time, your audience will be direct with you about their needs. Job openings and promotions often clearly state requirements and preferences, academic conferences typically post required credentials for application, and volunteering opportunities usually supply volunteers with necessary information and links before service can begin.

By gathering this research before your communication begins, you will ease the difficulty of your writing process substantially while also adding significant polish and professionalism.

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Example Research: *The National Magic Council has posted an opening for an Archmage position. There are several requirements for the job: one century of professional wizarding experience, mastery of eight forms of magic, 20 hours of community service, and the successful rearing of a juvenile phoenix. Also, from my research, the last three Archmages hired were all masters of fire magic, and each had held leadership positions in the Association of Excellence in Wizarding.*

Communication

Communication is an essential part of aligning your objectives with your audience. There is much that can be gained from directly communicating with your audience that is not readily apparent through research. Also, by calling, emailing, or talking in person, you show your interest to your audience and build goodwill.

Example Communication: *The website of the National Magic Council was confusing, so I decided to call them directly. After communicating with the executive secretary at the NMC, I was provided with the direct submission links for my resume. I also talked with my friend – a recent hire – who told me that the NMC targets cover letters and resumes that showcase service.*

Speculation

Once a firm foundation of research and communication is established, it is up to you to make connections to understand the needs of your audience. Speculation is the process of making educated guesses about the needs and objectives of your audience.

Example Speculation: *Judging from The National Magic Council’s current Archmages, the NMC seems to prefer members with progressive thinking regarding dragons, and the organization has recently begun supporting the Red Dragon Suffrage Movement. Emphasizing these parts of my background in my cover letter may be helpful.*

Account for Differences

Accounting for differences is how to address differences between your qualifications and objectives and those of your audience. These differences can be addressed by emphasizing aligned objectives and de-emphasizing misaligned objectives.

Example Emphasis: *The NMC requires prospective Archmages to rear a juvenile phoenix, but I have never done this. Instead, I have successfully raised three dragons from hatchling to full-grown wyrm.*

Example De-emphasis: *The NMC prefers members who have been in the wizarding profession for two centuries, but I have only been a professional wizard for 150 years. However, I have completed over 1000 hours of community service, and I have mastered ten forms of magic.*

Identify and Emphasize Competitive Advantages and Meaningful Strengths

Another persuasive technique to use throughout your communications is identifying and emphasizing your competitive advantages and meaningful strengths. This technique involves identifying which advantages and strengths you have and presenting them to your audience in clear and explicit ways. You should take every opportunity to persuade your audience about these advantages by weaving them throughout your communications—especially in communications that are inherently competitive, like job applications.

Strengths not Emphasized: *“Ollivander’s Wands sells*

Strengths Emphasized: “Ollivander’s Wands sells

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wands in many stores. Our craftsmen have created wands from many types of materials. There are few, if any, defects on our wands, and we have a refund policy for all defective ones.”

exceptionally crafted wands worldwide. Our highly-skilled craftsmen handcraft one-of-a-kind wands from only the most exceptional materials. Our wands are of impeccable make and quality, and our complete refund policy guarantees customer satisfaction.”

Create Concrete Images

Creating concrete images is a persuasive technique that takes generalities and turns them into specific, concrete claims. By moving from general claims and images to concrete ones, your communications will cultivate trust and interest with your audience.

No Concrete Images: *Demand for Ollivander’s Wands has grown over the last two years. The company is also planning to launch a new wand line soon. Due to increased sales volume, they will be hiring more employees.*

Concrete Images: *Demand for Ollivander’s Wands standard wands has increased 450% over the past two years. The company is also planning to launch a new, highly-anticipated line of Yew and Phoenix Feather wands next month. Due to increased sales volume for every product, Ollivander’s will be hiring twelve employees by January.*

Motivate Action

Motivating action is the final persuasive tool used by professional writers. It goes beyond being direct (Red Level Strategies) and reader-oriented (Orange Level Strategies); motivating action involves showing the reader exactly what steps they need to take to agree to your communications.

No Motivation: *At Ollivander’s, we hope to supply your business with our world-class wands. Please contact us for future information. Thank you for your time and consideration.*

Motivation: *At Ollivander’s, we hope to supply your business with our world-class wands. You can contact me at (239)602-WANDS by call or text, and you can email me anytime at wegotwands@ollivanders.com. We will anticipate your proposal and look forward to working with you in the future.*