

Professional Writing: Color Strategies

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



Red Level Strategies

- Establish purpose and audience
- Use simple, concrete, and direct language—align language and purpose
- Use direct organization
- Ensure completeness and accuracy
- Write informative and purposeful subject lines

Orange Level Strategies

- Use goodwill-building techniques
- Emphasize reader benefits
- Write with a positive emphasis
- Write with a reader-based emphasis

Yellow Level

- Refine information to make it more useful
- Design information using SSPD
- Use lists
- Write with parallel structure
- Craft informative headings

Green Level

- Establish a clear objective
- Align objectives and account for differences
- Identify and emphasize competitive and meaningful strengths
- Create concrete images
- Motivate action