

## Writing with Purpose!

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Last month, we discussed audience rubrics and how to ensure that your document meets readers' needs. Several of our readers also requested a copy of our audience rubric; if you'd like a copy, please [email us](#)

This month, we're discussing **purpose**; that is, why the reader is reading—what does the reader hope to gain reading the document? Essentially, readers hope to gain something useful from your document; readers are looking for a **“walk-away” message**, and your job as the writer is to provide it. Most of us have read documents where we get to the end and think, “Why am I reading this?” or “What is it that I'm supposed to do with this document?” At [Hurley Write](#) we call this the “and” factor, as in, “And I'm supposed to do what/think what about this document?”

The second part of purpose is that, as writers, we have to have a concrete goal in terms of why we're writing and be able to think in **concrete terms of what we want the document to achieve**. To put it simply, we need to consider the action that we want our readers to take and our “walk-away” message.

How do we accomplish these goals—**ensuring a walk-away message and that the document accurately conveys the action that we want our readers to take**? One way to do this is to take the time to

- write a purpose statement that clearly indicates the action you want your reader to take.

An example may be something like “I'm writing this document to ensure that the results of my work are clear. The walk-away message is that my reader understands early in the document the time and effort I've put into testing.” Or, “The purpose of this document is to ensure that my reader will conclude that X is the correct action to take.” **Taking the time to write a purpose statement, or a “walk-away” message, can help you better ensure that your document avoids the “and” factor.** Need a purpose rubric? [Contact us](#) and we'll email you one.



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