

**\*\*WFMZ Writing Best Practices Template\*\***

**\*\*Title:\*\*** [Headline that captures attention]

**\*\*Introduction:\*\***

- Start with a strong hook to engage the readers.
- Introduce the main topic clearly and concisely.

**\*\*Body:\*\***

1. **\*\*Organize Content:\*\***

- Use clear subheadings for different sections.
- Keep paragraphs short (3-4 sentences).

2. **\*\*Use Active Voice:\*\***

- Write in active voice to create a more direct and dynamic tone.

3. **\*\*Include Relevant Facts and Figures:\*\***

- Support claims with statistics or credible sources.

4. **\*\*Maintain a Conversational Tone:\*\***

- Write as if speaking to the reader, using simple and relatable language.

5. **\*\*Incorporate Quotes:\*\***

- Use quotes from interviews or experts to add credibility and depth.

**\*\*Conclusion:\*\***

- Summarize key points succinctly.
- Include a call to action or next steps for the reader.

**\*\*Formatting:\*\***

- Use bullet points or numbered lists for clarity.
- Include images or graphics if applicable, with proper captions.

**\*\*Final Checklist:\*\***

- Proofread for spelling and grammatical errors.
- Ensure the content meets WFMZ editorial guidelines.
- Verify all information and sources are accurate.