

Three-Level Format: Title, Headings & Paragraphs

Figure 7 shows how I can present the same text as a three-level organization chart.

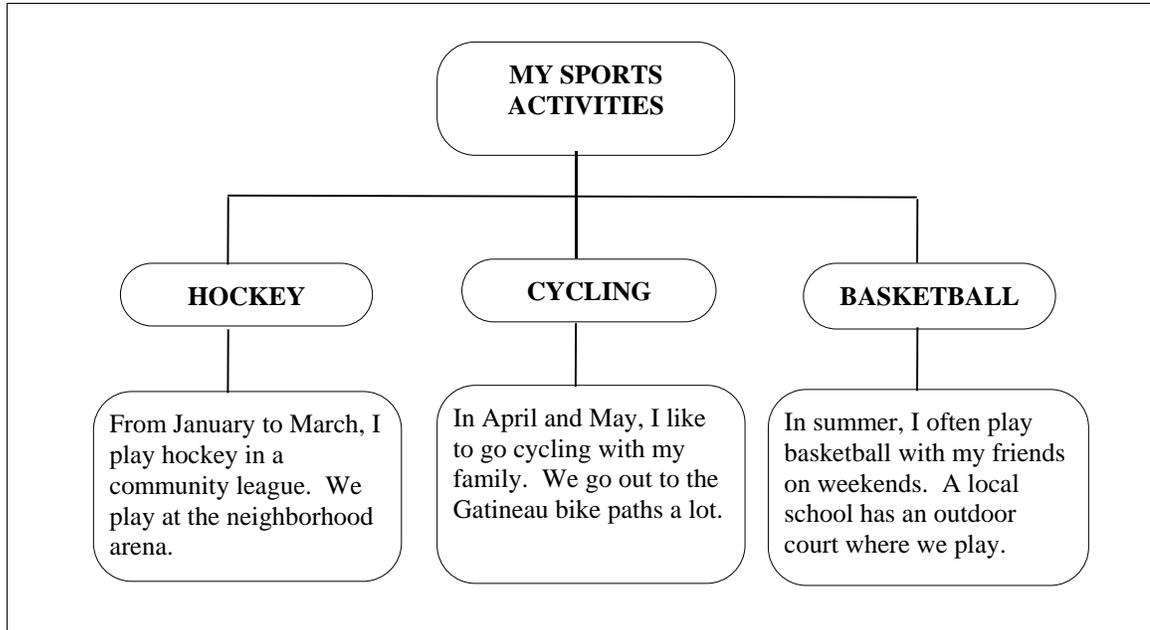


Figure 7

To do this, I've given each paragraph a name tag of its own. Figure 8 below shows what this would look like as an actual message.

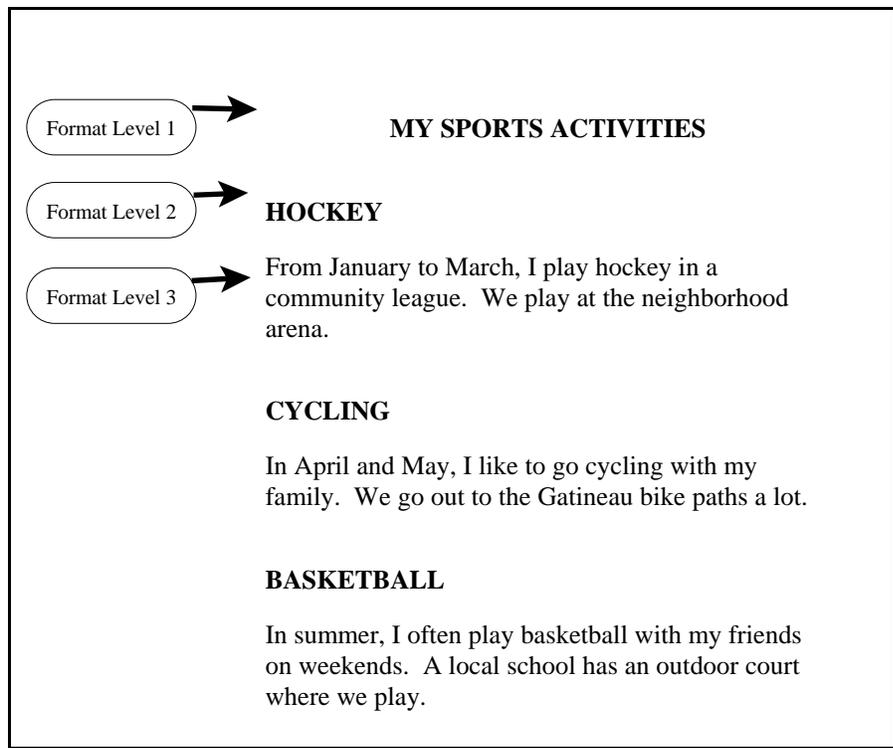


Figure 8

Now you've got a terrific guide to take you through my message. You can tell at a glance that I'm into hockey, cycling and basketball. You don't even need to read the whole message if you don't want to. And that's a good thing, because I can't force you to. But if you decide you want to know more about my cycling, you can zero in on it quickly.

Note that for a different audience or a different objective, I could have used different sub-headings for the exact same message:

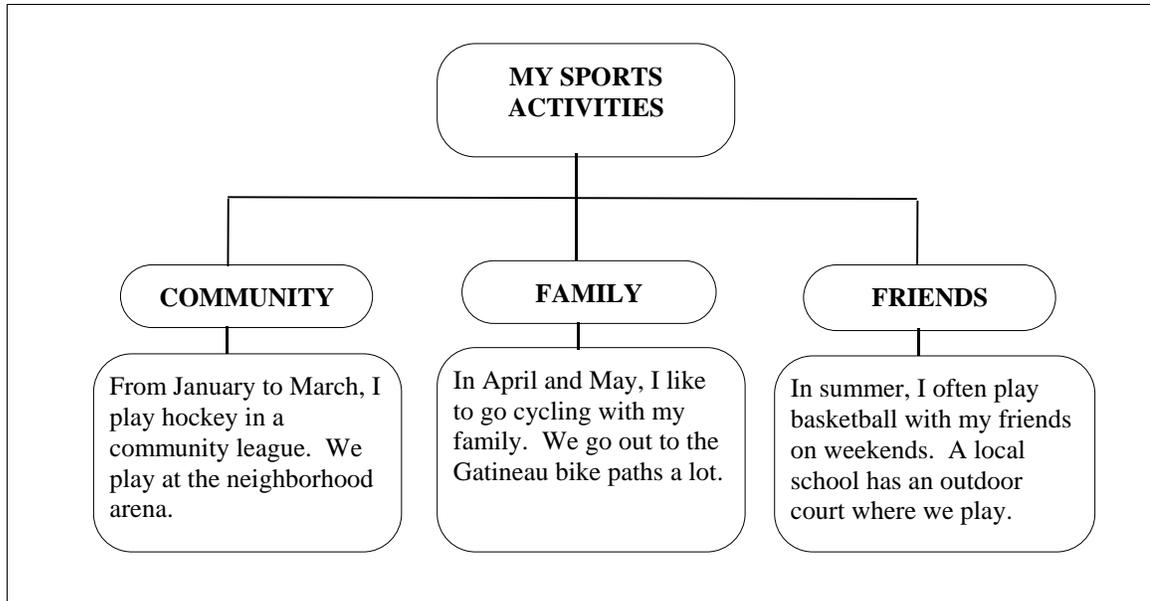


Figure 9

For yet another audience or objective, I might use a third set of sub-headings — again for the exact same message.

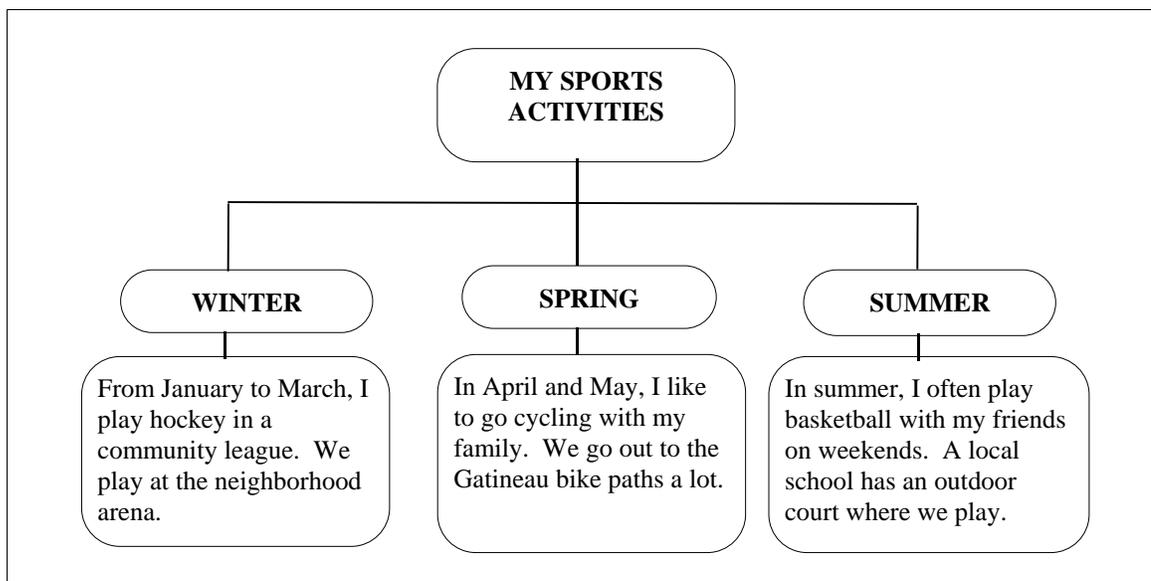


Figure 10