

VOICE

- | | | | |
|--|--|--|---|
| <ul style="list-style-type: none">• no personality• no evidence of care for topic• no thought for the reader | <ul style="list-style-type: none">• a glimmer of personality• some evidence of care for topic• thought for the reader in parts | <ul style="list-style-type: none">• clear personality• evidence that show care for topic• carefully chosen words and events to engage the reader | <ul style="list-style-type: none">• personality that shines• evidence that shows passion for topic• a clear understanding of what readers crave |
|--|--|--|---|

Place post-it notes here.	Place post-it notes here.	Place post-it notes here.	Place post-it notes here.
---------------------------	---------------------------	---------------------------	---------------------------