

Cheat sheet for module 8

How to Write an Inspirational Final Paragraph



An inspirational final paragraph encourages your reader to take action and helps him overcome the main obstacle to moving forward.

To write an inspirational final paragraph:

- Step into the shoes of your ideal reader.
- Decide what the main obstacle is to taking action.
 - Does he feel overwhelmed? Get him to take the first step.
 - Does he feel it's too much work? Remind him of the "sunny destination".
 - Does he lack confidence? Give a pep talk.
- Write your final paragraph when you feel enthusiastic.

Your checklist for writing a final paragraph:

- ✓ You've overcome your reader's main objection to taking action
- ✓ You're bossy [Don't write *You should do this*, write *Do this*]
- ✓ You're energetic – you've used short sentences and power words
- ✓ You've included a soundbite at the end
- ✓ You have used the 5-point checklist (module 4) to edit