

Strategic Presentation Analysis and Rating Key (SPARK)

Step	Writing goal	How to check for it
Step 1: Plan	1. Defined purpose and audience	Does the document show why the topic is important to the audience?
	2. Appropriate and brief content	Does your content answer your readers' likely questions, including "What's in it for me?", while excluding unnecessary information?
	3. Strong grabber; clear key message	Will your opening command your audience's attention? Is your key message clear and persuasive?
	4. Strategically placed support	Does the body offer convincing and logical support? Does your information pass the "So what?" test? Did you use handouts and talking points effectively?
	5. Specific calls to action	Did you recap the benefits to your audience of accepting your key message? Did you include clear calls to action?
<hr/> Step 2: Draft		
Step 3: Edit	6. Reinforcing images and graphics	Do your slides use images or graphics to reinforce your main points? Did you add specific titles?
	7. Appealing visual design	For each slide, have you chosen an effective design (graph, bullets, images, etc.)? Did you use white space effectively? Did you use consistent color and format?
	8. Short, focused text	Did you include minimum information for maximum impact? Did you streamline sentences and phrases? Did you use parallel structure? Did you use bullets effectively? Is your font large enough?
	9. Appropriate word choice and tone	Did you use ordinary words, a positive tone, and active voice?
	10. Well-proofread final product	Is your content free of spelling, grammar, and punctuation mistakes? Are numbers accurate?