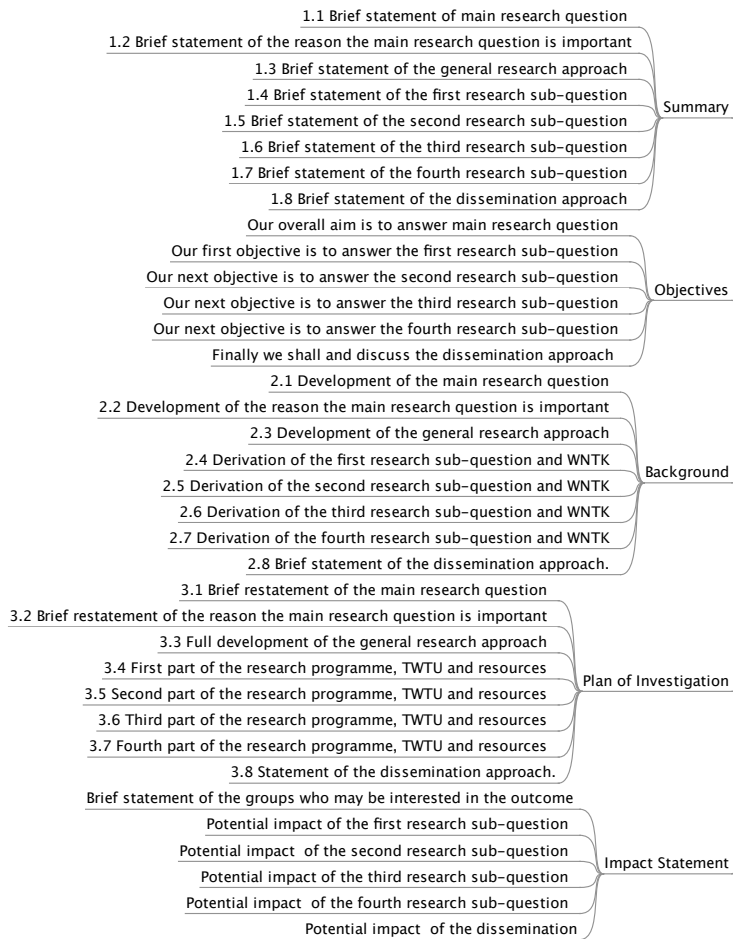


The Perfect Structure



writing tips

In order to write the case for support split it into themes and start writing the themes. Themes 4, 5, 6 and 7 are the ones that define the project and they should be drafted first. Theme 3 will be easy to write next. So will theme 8. Themes 1 and 2 will be hard to write and can be worked on bit by bit throughout the time the rest of the case is being written.

As part of the process of refining each theme you will need to compose a distinctive phrase that identifies it. This is the phrase that completes the 'We need to know' (WNTK) and the 'This will tell us' TWTU in themes 4-7.

Every subsection of the them should contain the distinctive phrase at least once.

Themes

