The structure of subsequent paragraphs in a business document

THE #1 THING TO DO → BEGIN EACH PARAGRAPH WITH AN EFFECTIVE CLAIM
(if you only follow one rule, be sure it is THIS one)

#2: EXPLAIN your CLAIM
By stating why your claim matters, you’ll help readers UNDERSTAND YOUR CLAIM

#4: CLOSE THE PARAGRAPH BY EXPLAINING HOW OR WHY THE PARAGRAPH PROVED THE CLAIM

3. PROVIDE EVIDENCE that proves your claim; if using secondary materials, CITE THEM!

Listed below is a sample paragraph, followed by an explanation of each sentence’s function

John should serve as the lead broker for new international accounts because he has spent the past seven years managing our D-8 accounts in Africa.∗ Since the majority of our new accounts will hail from northern Africa, the relationships John has built while working with our Egyptian agents as well as his fluent Arabic and French will ease our movement into these markets.** After we spoke with division heads at Allianz Egypt and Banque Misr, we learned that these industry leaders view John as a knowledgeable, trustworthy broker. His recent presentation at the Rabat conference only enhanced his reputation, and cemented our belief that he should serve as the lead broker for new international accounts.++ John’s relationships with current agents will help us transition into these markets while his market knowledge will instill confidence in our agents.+++ *

*Note how this sentence accomplishes three important tasks:
1. It asserts a position about a topic
2. It makes a specific assertion
3. Its assertion can be proved with evidence

**This sentence CLARIFIES the main point and demonstrates WHY this claim matters.
After this sentence, the reader should understand both the IMPORTANCE and RELEVANCE of your claim

PROOF ++ is what these two sentences provide to the reader

Note how the writer cites the source - a conversation from an authoritative source - as well as supports the claim with anecdotal evidence. The final sentence analyzes the evidence and sets up the closing sentence of the paragraph.

Also, note how the paragraph never veers off topic.

+++This final sentence RETURNS to the claim that John is the best choice. It also demonstrates HOW the evidence given in the paragraph proves the claim.

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