

Regional Micro-Enterprise Credential: Effective Writing Exercises

(Updated: June 12, 2017)

Effective Writing Exercise #1: Create a Dress Code for Your School

Your high school principal and vice-principal have asked you, as Student Body President, to help develop a new school dress code.

They've asked you to put down your thoughts in writing.

In making your recommendation they've asked you to remember how the dress code has to be acceptable to teachers, administrators and students alike. They've reminded you that high school students are role models for middle school students in the campus across the street. They also asked you to remember how a dress code can have an impact on the school's culture and learning environment.

Writing Exercise #1: School Dress Code	
<i>Please complete each of the four tasks below. Please hand in four separate pieces of paper to show you've completed each task.</i>	
Task #1	Please outline the key bullet points in your dress code recommendation.
Task #2	Please write topic sentences for each of these bullet points.
Task #3	<p>Please arrange the topic sentences in the logical order you believe makes your recommendation the strongest. You may consider using the standard organization for a business memo:</p> <ul style="list-style-type: none"> • Issue • Recommendation • Supporting Points • Next Steps
Task #4	Please add additional supporting detail to each of your topic sentences <i>where necessary</i> to make your recommendation logical and persuasive.

Effective Writing Exercise #2: Purchasing a New Vehicle for your Small Business

You work for a company that remodels homes. Your customers are often affluent customers who want their homes to look beautiful, and who ask your company to install new fixtures and appliances that are very expensive.

Because you’re often the person who drives the company vehicle, your boss – the owner of this small business – has asked you to write a one-page recommendation on which type of new vehicle he / she should buy for the company. ***The owner intends to take the one-page memo you write to the bank when he / she applies for a new vehicle loan.***

It’s not clear to you whether or not your company should purchase a pickup truck or a commercial van. You’ve talked with a few car dealerships who’ve given you the following information.

Advantages of a Pickup Truck	Advantages of a Commercial Van
<ul style="list-style-type: none"> • Pallets of heavy items (like tiles) can be loaded more quickly with a forklift • Greater towing capacity (for when equipment is loaded on a trailer) • Better off-road capabilities • More space for co-workers / passengers 	<ul style="list-style-type: none"> • More interior space • Better organized and more secure storage areas, important since some of the fixtures you install are very expensive • Items being transported protected from the weather • Ability to make the side of the van a “moving billboard” that advertises your business
Disadvantages of a Pickup Truck	Disadvantages of a Commercial Van
<ul style="list-style-type: none"> • Less security (tools and customer items in the back of a pickup truck are easier for someone to steal) • Limited organized storage space • More expensive tires are required 	<ul style="list-style-type: none"> • Harder to drive, less visibility for the driver • Less space for co-workers / passengers • Harder to load lots of heavy items • Items removed from the customers’ houses that smell bad are in the vehicle with the driver until disposed of

It turns out that your boss has bids for a pickup and a van that are pretty much the same in terms of initial cost and operating cost (except for tires). *So now it’s up to you to make the final recommendation on which vehicle to purchase.*

Writing Exercise #2: Vehicle Purchase	
Please complete each of the four tasks below. <i>Please hand in four separate pieces of paper to show you’ve completed each task.</i>	
Task #1	Please outline the key bullet points in your recommendation of which vehicle to purchase.
Task #2	Please write topic sentences for each of these bullet points.
Task #3	Please arrange the topic sentences in the logical order you believe makes your recommendation the strongest. You may consider using the standard organization for a business memo: <ul style="list-style-type: none"> • Issue • Recommendation • Supporting Points • Next Steps
Task #4	Please add additional supporting detail to each of your topic sentences <i>where necessary</i> to make your recommendation logical and persuasive.