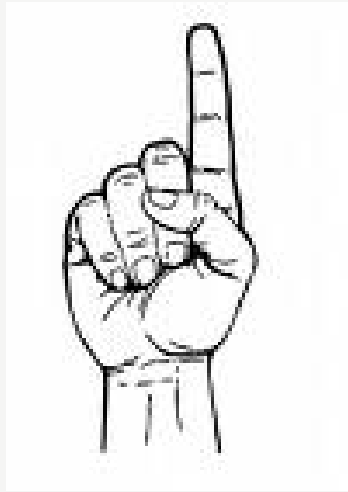


5-Fingers-Technique



Count the main arguments of your text or the paragraph you want to write on one hand. A hand full of main arguments is carrying one text. The audience can not remember more main arguments than that – and you neither!

It's helpful to explain to someone in five sentences just out of your head, what you would like to write and then to let them reflect on what they understood and remembered.

Nach: Daniel Perrin/Nicole Rosenberger (2005): Schreiben im Beruf. Wirksame Texte durch effiziente Arbeitstechnik. Pocket Business, Cornelsen Scriptor.