

**BECAUSE WRITING MATTERS**

HOME SET UP ASSIGNMENTS PROGRESS ACTIVITIES MY TOPICS 87 Points

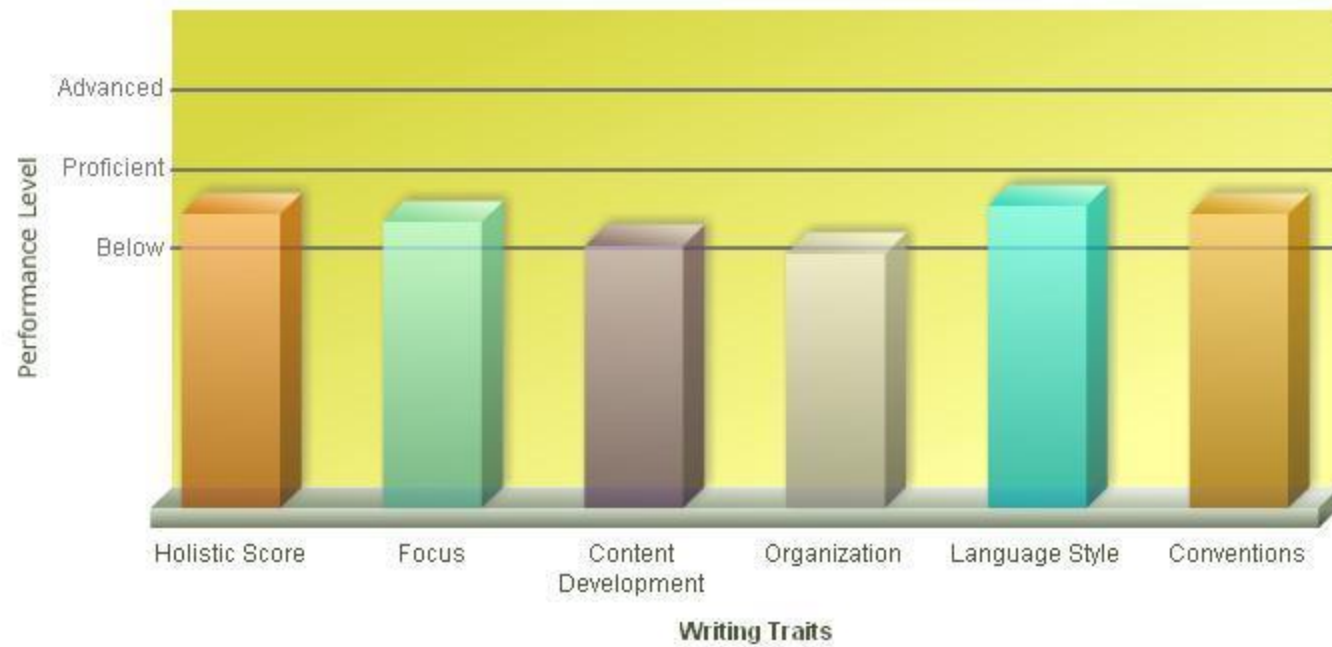
**John Fallon Performance Report**

Proposals: Marketing Plan  
August 13, 2008 - Submission #1

**My Score And Points Earned**

Holistic Writing Score:	3.7 / 6.0	62%	Activity Points:	0
			Writing Points:	87
			<b>Total Points Earned:</b>	<b>87</b>

**MY Writing Performance**



**MY Revision Plan**

Great job! Revise your writing using the plan we put together for you. We recommend focusing on the revision goals for the first two writing traits in your plan. If you still have time, we suggest completing the rest of the revision goals for each of the remaining traits.

You can view your revision plan on the student work page as you are writing. We will automatically update your plan as you improve your writing through revision.

**Revision Goals - Expand: +All, -None**

**Content & Development**

- Revision Goal 1: Include sufficient detail to help the reader understand your analysis of the problem and proposed solution.
- Revision Goal 2: Document the sources used in your proposal.

**Organization**

- Revision Goal 1: Organize the introduction of your proposal.
- Revision Goal 2: The body of your proposal should be divided into several sections.
- Revision Goal 3: Make sure your proposal includes a proper closing, detailed next steps and specific contact information.

**Focus**

- Revision Goal 1: In the opening, state your reason for writing.
- Revision Goal 2: Make sure your proposal focuses on one subject per paragraph or section.

**Language Use**

- Revision Goal 1: Vary the nouns and pronouns you use in your writing.
- Revision Goal 2: Vary the type and length of your sentences to hold your reader's attention.
- Revision Goal 3: Make sure you write in the active voice for standard business correspondence.

**Mechanics & Conventions**

- Revision Goal 1: Eliminate errors in spelling, punctuation, grammar, and mechanics.

**MY Revision Activities**

Writing Trait	Activity Name	
Focus	Email Etiquette True/False	<input type="button" value="START"/>
Language Use	"Voice" Multiple Choice	<input type="button" value="START"/>