1. Single focus: One point, stated near the beginning, of what the article is about

   *Stay on the tracks!*

   Story promise (for personal experience): direction of the narrative

2. Make sure all your development supports your focus

   Your “stuff”: research, Bible verses, quotes from books, magazines, websites, etc.

3. Application: How is it relevant to the reader?

4. Satisfying conclusion: What should the reader do with your information?

5. Mechanics (grammar, spelling, punctuation, etc.)

6. Good fit to publication

   Writer’s guidelines
   Theme list
   Study publication
   Distinctives