



Virtual First: Communication Kit

Writing scorecard

Pick a writing sample to review. Then, give it a score.

**Is the main message clear/
up top?**

Yes, totally = 2
Kind of = 1
Not so much = 0

**If readers scan it,
do they instantly
“get it”?**

Yes, totally = 2
Kind of = 1
Not so much = 0

Could it be shorter?

Yes, totally = 2
Kind of = 1
Not so much = 0

**Does it use plain,
everyday language?**

Yes, totally = 2
Kind of = 1
Not so much = 0

**Does it tell readers
what to do next?**

Yes, totally = 2
Kind of = 1
Not so much = 0
