

# Write and Organize for Deeper Learning

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28 evidence-based and easy-to-apply tactics  
that will make your instruction better for learning

**Patti Shank, PhD**

Make It Learnable Series

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## ***Praise for Write and Organize for Deeper Learning***

Don't you love it when a master demonstrates her knowledge and expertise? Well Patti Shank does just that with her latest book on designing instructional materials. You can view every one of the 28 evidence-based tactics presented in her book in action—right before your eyes! This is the most practical how-to-write book on the market.

***Elaine Biech, Author of The Business of Consulting and The Art and Science of Training***

*Write and Organize for Deeper Learning* is a treasure trove of high value, on-target, evidence-based guidance. The book is packed with practical, straight-forward techniques for making your instructional prose effective, efficient and impactful. I strongly recommend this book for anyone who has to write instructional scripts, content, storyboards, job aids or any instructional material, online or off.

***Karl Kapp, Ed.D., Professor, Instructional Technology Bloomsburg University, and author of "The Gamification of Learning and Instruction."***

As a career trainer and instructional designer, I found Patti Shanks's *Write and Organize for Deeper Learning* fascinating! I've cobbled my knowledge of good design from years of experience and believed I was doing the best I could. I was wrong! The strategies and tactics here did two things; confirmed what I thought was right, so I can keep doing it, and helped me correct and improve. I recommend Patti Shanks's *Write and Organize for Deeper Learning* for instructional writers, trainers and anyone who wants to teach for understanding and retention. My writing is already clearer.

***Karen Hyder, Online Event Producer and Speaker Coach, GuildMaster 2017, KarenHyder.com***

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