

# 6 INTELLIGENCE WRITING TIPS

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1

## Clarity

**Present findings clearly to avoid ambiguity or misinterpretation. Every word should be considered, questioned, and critiqued.**

2

## Conciseness

**Eliminate unnecessary words and focus on the most essential information.**

3

## So What?

**Why is this important?  
Why does this matter?  
Why should I waste my time reading this? If it doesn't answer the 'so what?' the product is lacking.**

4

## Audience Analysis

**Tailor the content to meet the intelligence requirements and expectations of the primary (and secondary) audience.**

5

## Avoid Observations

**Observations aren't analytical. Determine whether your assessment is analytical and forward-leaning and not just an observation.**

6

## Objectivity

**Check your biases. Check them again. Now have a peer or colleague review your work. Avoid any biases that could skew your analysis or impact your or your organization's reputation.**