

## ***The ten principles of BackDRAFT***

Welcome to BackDRAFT, the writing training curriculum designed to help you master professional writing skills quickly. Before you begin, it might be helpful to review the principles on which BackDRAFT is based.

**1. Achievability.** The first is this: the way that English writing works is not a mystery. Every technique can be named and learned. Even better, every weakness in writing can be analyzed, identified and easily—yes easily—repaired.

**2. Novelty.** Strictly speaking, there is no single approved set of rules of grammar for English. Studying grammar alone—and worrying whether your grammar is perfect—is the least effective way to improve your writing. A better way—the BackDRAFT way—is to look back at your draft once complete, and then make radical improvements.

**3. Choice.** To be strong, writing must be both clear and compelling. Writing is weak when it can't be easily understood or when it's boring. These weaknesses are always caused by poor—often unconscious—choices made by the writer. In BackDRAFT, these poor choices are known as Fumbles.

**4. Flawlessness.** Only 40 Fumbles account for 95 percent of all the problems that appear in writing. So by learning to spot, name and fix only 40 Fumbles, you can produce near-flawless writing consistently. Best of all, you'll know that your writing is flawless, sentence-by-sentence.

**5. Permanence.** The BackDRAFT training you are about to undertake uses powerful animated documentaries and interactive exercises to teach you to identify, diagnose and repair the 40 Fumbles anywhere they exist—in corporate writing, and even in your personal correspondence. You'll learn and perfect a method for putting that knowledge to work from now on— for the rest of your life. That's why our program is called a *system*.

**6. Adaptability.** The BackDRAFT System works equally well with writers working alone, and those working in clusters. In fact, the more people around you using BackDRAFT, the better your own writing will become!

**7. Intelligence.** All writing has only one fundamental purpose—to reveal the intelligence of the writer. It's this individual intelligence that informs and persuades, not the writing on its own. When you accept this principle, putting BackDRAFT to work for you will be a rapid and rewarding process.

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**8. Patience.** You are only minutes away now from embarking on an interactive experience that will bring language to life for you in a whole new way. Don't rush through the material. Everything you fully understand and practice will improve your ability to write well. Watch each documentary repeatedly until you fully understand the nature of the Fumble in question. Then complete all the interactive exercises. When you master the exercises, you'll have the knowledge you need to move on.

**9. Guaranteed success.** The material in this program is divided into five semesters. Each semester ends with exam. If you have trouble with the exam, you can retake it. During the exam, if you experience trouble with any one Fumble, the program will sense your difficulty and make the questions more obvious when you retake the exam. In this way, successful learning is assured.

**10. Mastery.** Enjoy the program. Take your time. Master one Fumble before you move on to the next. Above all, put the BackDRAFT System into use from today forward— every time you write or edit text for any purpose. You will soon experience a mastery of writing most people only dream of.

Onward!

Find out more about BackDRAFT,  
take a demo lesson,  
then start the course at

**[www.backdraftsystem.com](http://www.backdraftsystem.com)**