

1. Clearly label the instructions

Give your reader a tip-off that they are in the right place. They want to be sure they've found the information they need before they begin reading.

How do I do this?

- **Create clear headings:** "Instructions for ..." or "How to ..." are two good ways to begin a heading for a set of instructions.
- **Consider picking out the most important point and making it your heading.** This can help draw the reader into the instructions. For example: "You must choose a new doctor by July 1st" could lead your reader right into instructions for how to do this.
- **Try a simple plea,** such as "What we need" or "What you must do now." This might work if your instructions follow an explanation.

Why do this?

- People will be more likely to read your instructions if they know they're in the right place.
- Compelling headings are great tools for urging the reader to comply.

Do	Don't
How to collect your refund:	Washington State Industrial Insurance is not a "co-pay" system.
Calculating and paying your workers' compensation premiums: Instructions for completing this Quarterly Report.	Information and instructions
How high may I put my antenna?	Limitations on antenna structures
What we need Send us a medical report from the doctor or clinic that you visited in the past six months.	Please furnish medical evidence in support of your pension claim.
You must choose a new health plan by December 31, 2007 Your current health plan will not be available in your county in 2008.	We regret to inform you that the health plan you are enrolled in will not be available in your county next year.