GUIDELINES FOR SUCCESSFUL POLICY ANALYSES

- **Start with an overview of recommendations, methodology, and a roadmap, not with background material**

- **Create chapter breakdowns according to findings and recommendations, not according to the steps in your research journey**

- **Specify your criteria and assumptions and justify them when necessary**

- **Cut out all material that isn't relevant to your major findings and recommendations**

- **Support all major assertions with evidence: quantitative data, quotations, examples, footnotes, etc.**

- **Briefly discuss alternatives, counterarguments, or tradeoffs whenever relevant**

- **Evaluate your options by balancing out their costs and benefits**

- **Always consider economic, administrative, technical, and/or political feasibility**

- **Anticipate your reader's probable questions, concerns, and objections, and address them directly**

- **Distill and group information into bullet points with appropriate headings**

- **Never use two words when one will do**

- **For easy skimming, use subheads and/or boldface to summarize key points**

- **Supplement text with creative graphs, tables or charts**

- **Consider closing with a discussion of "next steps"—short- and long-term implementation**

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