# Robert Brown’s eight questions

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| Who are your intended readers? | List 3-5 of them by name & discipline |
| What did you do? | No more than 50 words |
| Why did you do it? | No more than 50 words |
| What happened? | No more than 50 words |
| What do the results mean in theory? | No more than 50 words |
| What do the results mean in practice? | No more than 50 words |
| What is the key benefit for your readers? | No more than 25 words |
| What remains unresolved? | No word limit |

Brown, R. (1994/1995) Write Right First Time in *Literati Newsline.* Available at [http://web.archive.org/web/19971014014626/http://www.mcb.co.uk/literati/write.htm](http://web.archive.org/web/19971014014626/http%3A//www.mcb.co.uk/literati/write.htm)