I. **Select standard and uncover what it asks students to do.**

We must have a clearly defined learning target, so we know when our students hit it.

II. **Connect conventions to author’s purpose and craft.**

Authors are purposeful and powerful. All their moves affect how writing is read and how the reader makes and infers meaning.

III. **Create a focus phrase.**

It needs to be brief, so students will be able to say and internalize it.

IV. **Select a small bit of writing that demonstrates the convention’s power and purpose.**

Consider the sentence’s length and level of difficulty as you search for a model of the learning target.