

Bullet Points

1. Useful for:
 - a. Clarifying a series,
 - b. Presenting a list,
 - c. Adding emphasis, and
 - d. Drawing attention to important information.
2. Disrupt the flow of reading so use them judiciously.
3. May be one word (unusual), short phrases, single sentences, or one or more paragraphs in length.
4. Use numbers or letters when you want to indicate sequence, priority or to be able to refer to the point by number.
5. Often complete a sentence. *For example:* Construction will begin when:
 - a. Final drawings are approved,
 - b. Funding is secured, and
 - c. A project manager is hired.
6. Almost always begin with a capital letter.
7. Usually end with punctuation:
 - a. Except for single words or very short lists.
 - b. Use commas for short points.
 - c. Use semi-colons for longer phrases that are not complete sentences, especially where you have used commas.
 - d. Use periods for complete sentences and paragraphs.
 - e. When using semi-colons, use “and” after the final punctuation of the penultimate (second to last) bullet, followed by a comma.
 - f. When using commas, use “and” after the final punctuation of the penultimate (second to last) bullet, and no punctuation after “and”.
 - g. Do not use “and” at the end of a bullet if you are using full sentences or paragraphs.
 - h. If you are using end punctuation, always place a period at the end of the final bullet.
8. Use parallel construction. Your bullets will be easier to read and understand if all items listed begin with the same part of speech, are approximately the same length, and are given a similar format. It doesn't matter which grammatical construction you use in listing as long as you are consistent. Action verbs are a good way to begin items in a list.
 - a. Do not mix clauses and sentences when creating bullet points. Use one or the other.

Examples

The objectives of this report are to:

- Estimate the net traffic increase that would be generated by the proposed project,
- Examine the current traffic operations at the access and egress points of the existing site, and
- Identify any traffic demand management measures necessary upon completion of the project.

The objectives of this report are to:

- Estimate the net traffic increase that would be generated by the proposed project, the strip mall across the street and the housing development planned for Phase 3;
- Examine the current traffic operations at the access and egress points of the existing site, on the east-west connector street adjacent to the site, and from the laneway to the north of the site; and,
- Identify any traffic demand management measures necessary upon completion of the project.

This is a very important event for our organization, and we rely on our members to come out and support their industry association! At our AGM we take care of business such as:

- Vote in our board of directors, who make important decisions about the direction of Music BC.
- Hear reports on all the projects and opportunities that we provided for the 2012/2013 year.
- Bring up your suggestions on what we could do to improve the services to our members.
- Review and approve the association's financials.

(Music BC Industry Association)

Answer on Connect (in Module 3):

Using a bullet point list, identify at least 5 things that make a good business concept, e.g. it's feasible – you can use this information when choosing an idea for your Business Plan Project. Include an introductory sentence or sentence stem, as in the examples above.

Due: Sunday, November 3, 11:59pm

Recommend: before class on Wednesday