

Research:

Asking questions. Finding answers.

Nancy Méndez-Booth

# Agenda

## Introduction

- Nancy Méndez-Booth: past and present
- How research got me to where I am – and will get me to where I'm going

## Research

- What we think it is
- What it really is
- How you've used research to get to where you are – and how research will get you to where you're going

## Online research

- Step 1: You start with a question
- Step 2: You search for good sources
- Step 3: You weed through a lot of information
- Step 4: You end up with good information that answers your initial question

## Using the information

- Step 1: Start with an outline
- Step 2: Start writing
- Step 3: Put your writing away
- Step 4: Re-write
- Step 5: Proof it, proof it again and deliver it on time

# Introduction

## **Nancy Méndez-Booth: past and present**

- Writer and editor
- Born and raised in Queens, NY
- Bachelor's degree completed in MA
- Master's degree completed in NJ
- Seven marathons completed
- Navigated three career changes: academics, fundraising, marketing /advertising
- The writing for which I'm paid is usually on subjects I know nothing about (it seems the less I know about the topic, the more I've been paid)