



Use Action Verbs to Write VADs

Analyze	Maintain
Assess	Market
Build	Measure
Collect	Monitor
Communicate	Plan
Compile	Present
Coordinate	Promote
Create	Recommend
Develop	Recruit
Distribute	Refine
Engage in	Research
Ensure	Secure
Establish	Suggest
Evaluate	Update
Generate	Use
Identify	Write
Implement	
Launch	