

RIDE REPORT ESSENTIALS

1. Take a note at the beginning of the ride, who's there and more importantly who isn't
2. Definitely introduce yourself to new members (they'll love seeing their name in print)
3. Keep your eyes and ears open and listen to all the gossip and remarks - anything that is remotely out of the absolute ordinary - ask questions if nothing is happening - lead people on to say ridiculous things
4. Have a team of spies to tell you about other things that people have confessed or done
5. Note the weather, wind and the number of hills etc
6. Then write the report with the following guidelines:
 - a. Keep it light - serious issues keep to 1-2 lines at a time
 - b. Avoid a monotonous description of the ride - but mention the hard bits etc. Write how people suffered..
 - c. Don't start at the beginning and end at the end of the ride - mix it up.
 - d. Mention a few names and give credit where it is due - New riders to be mentioned - not too rudely!! A Little encouragement and some bagging out!
 - e. Always when giving credit give a bit of stick too so that it hurts a bit
 - f. Those guys who are craving to be shot down - shoot down!!
 - g. People who do silly things need to be mentioned - like coming late or leaving early, falling off etc
 - h. Always have demerits and awards - and new ones.
 - i. Remember that the element of surprise is what keeps people reading - they never know when they're in for it!!
 - j. Bag out the girls a bit and also the unfit and wannabees.

Remember the balance between praise and criticism!!!! Never use swear words!!!

Use lots of metaphors!!! The more ridiculous the better. People love to have references to VO2 Max, lactate, muscles; sweat, energy etc so use these words.