



# SOS Habit

When you write with clarity, you have impact.  
Apply these SOS tips to drive action and earn business.

## 1: SHORT

- » **Focus on the essentials.** Use fewer than 100 words.
- » **Get to the point—fast.** “Front load” the ask & skip the fluff.
- » **Keep it plain and simple.** Check your readability score.

“Plain words are more easily understood.”

## 2: ORGANIZED

- » **Add a power subject line** that drives action.
- » **Make the call to action clear** and specific.
- » **Think ARC:** Action, Recommendation, Context.

### Action

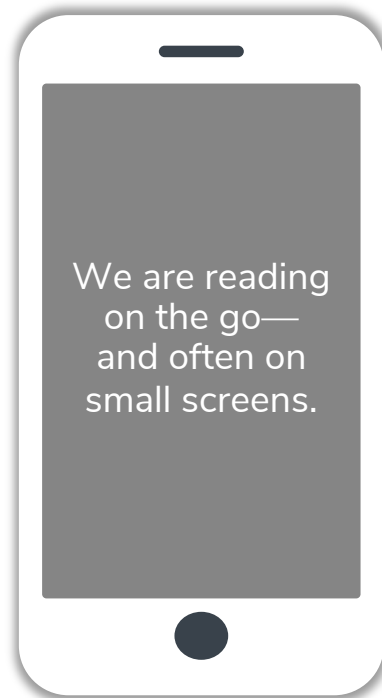
What action do you want your readers to take? Can they tell what to do and how to get started?

### Recommendation

What do you recommend? Help people make smart decisions and move forward.

### Context

What key context does your reader need to take action? KEY context, not ALL context.



## 3: SKIMMABLE

- » **Embrace white space.** If in doubt, press return.
- » **Let your headers do heavy lifting.** Share your key points at a glance.
- » **Format for speed** and readability.

SOS Habit Master Classes and virtual training can help you save time, drive faster responses and build trust.  
Want to learn more? Reach out to Debra Jasper at [jasper@mindsetdigital.com](mailto:jasper@mindsetdigital.com).