Written Communication - Best Practices

Source/Book Recommendation: [Smart Brevity: The Power of Saying More with Less.](https://www.amazon.com/Smart-Brevity-Power-Saying-More/dp/1523516976)”

This book is all about cutting the fluff and getting straight to the point, without losing the essence of what you’re trying to say.

Here are some takeaways that might be helpful to incorporate in your communication with senior leaders in particular (Thanks to Jason Hammen for sharing these).

**Top 10 Actionable Steps**

1. **Craft Attention-Grabbing Headlines**: Your headlines should be short, compelling, and give a clear idea of the content. Aim for six words or fewer.
2. **Start with a Strong Opening Sentence**: The first sentence should immediately capture the main point and hook the reader’s interest.
3. **Explain Why It Matters**: Provide context and significance early on to show the reader the relevance of your content.
4. **Offer Depth Options**: Allow readers to go deeper into the topic if they choose but keep the main message concise and to the point.
5. **Use Bullet Points**: Break down complex info into digestible bullet points to improve readability.
6. **Be Visual**: Incorporate visuals like charts/images to make the content more engaging and memorable.
7. **Prioritize Information**: ID and highlight the most important points first, making sure the key message is clear and accessible.
8. **Use Active Voice**: Write in an active voice to make sentences more direct and vigorous.
9. **Avoid Filler Words**: Eliminate unnecessary words that do not add value to the message, ensure every word counts.
10. **Edit Ruthlessly**: Review and revise your content multiple times to strip it down to its essentials w/o losing meaning.

**YouTube**

1. [**Axios Founders Discuss Smart Brevity**](https://www.youtube.com/watch?v=xyz)
2. [**Jim VandeHei on Effective Communication**](https://www.youtube.com/watch?v=abc)
3. [**Mike Allen on the Art of Concise Writing**](https://www.youtube.com/watch?v=def)