

Title: Unsolicited advice for writing better DD

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TLDR: you need a TLDR clearly stated and in a way that summarizes your post in a way that is understandable to people clueless about investing. Otherwise you are failing to reach the audience you want to reach. This will encourage people to fully read your post and get you your best results for your HARD work. You may have only one shot to communicate this as best as possible. Good DD gets buried everyday, don't let it happen to you. We have low attention spans and this needs to be catered to. Love it or hate it, you need to understand it.

I am too smooth to write my own DD but I have a marketing degree and can offer some advice on how to better reach your audience. First you need to know your audience. We are millions of smooth brains with little to no investing experience. We yearn for knowledge in the form of DD but it needs to be communicated in a way that we can understand it.

You must have a TLDR. It must summarize your post well and not be hidden. Don't hide it in the middle, don't post it in the comments and link to it in your main post. Post it near the top. Everytime you make an ape look for a summary you are losing eyes. Everytime the summary is hard to interpret you are losing eyes. Writing "TLDR: there is not TLDR, just read the whole thing lol" is not cute or funny. Pissing off apes is another way to lose eyes and waste your effort. Frustrating apes with unfamiliar terms will make them stop reading. If we have to Google several things just to have a basic understanding of you are talking about then you are losing readers.

The main purpose of your DD is to communicate info to as many people as possible. The TLDR is the best way to communicate the purpose of your post and give apes a better understanding of what/why they are reading it. Even if we are too smooth to understand and appreciate the full post, we can still walk away with some tit jacking info from a small paragraph. A proper TLDR will encourage apes to read further and FULLY understand your hard work.

Thank you for your service.