Writing for Busy Readers

SIX PRINCIPLES

1 | Less Is More

1. Use fewer words
2. Include fewer ideas
3. Make fewer requests

2 | Make Reading Easy

1. Use short and common words
2. Write straightforward sentences
3. Write shorter sentences

3 | Design for Easy Navigation

1. Make key information immediately visible
2. Separate distinct ideas
3. Place related ideas together
4. Order ideas by priority
5. Include headings
6. Consider using visuals

4 | Use Enough Formatting but No More

1. Match formatting to readers' expectations
2. Highlight, **bold**, or <u>underline</u> the most important ideas
3. Limit your formatting