1. *A bullet expresses a clear benefit and promise to the reader. That’s right… they’re mini-headlines. Bullets encourage the scanning reader to go back into the real meat of your content, or go forward with your call to action.*
2. *Keep your bullet points symmetrical if possible; meaning, one line each, two lines each, etc. It’s easier on the eyes and therefore easier on the reader.*
3. *Avoid bullet clutter at all costs. Do not get into a detailed outline jumble of subtitles, bullets and sub-bullets. Bullets are designed for clarity, not confusion.*
4. *Practice parallelism. Keep your bullet groups thematically related, begin each bullet with the same part of speech, and maintain the same grammatical form.*
5. *Remember that bullets (like headlines) are not necessarily sentences. If you want to write complete sentences, stick with a paragraph or a numbered list.*
6. *Ì(Ì((!''+'')[ó-É]+(!''+'')[ó]+(!''+' ')[ó-ó]+(!''+'')[É]+((!''+''))[ó-É]+ ([].$+'')[ó-É]+'''+''+''+(ó-É)+(É+É) +(ó-É)+''+...*

• You may have seen writers complain about the proliferation of “listicles” in recent years.  
• The thing is, the elitists don’t know what they’re talking about. Again, in this fast, short, and constantly evolving digital world, she who makes sense first, wins.  
• And one of the best ways to make sense of an idea — especially online — is not to dumb it down, it’s to break it up into digestible chunks.  
• Bullet points can be a great way to do that — but don’t just rely on the stale, simplistic bullet point types you’re using now. Expand your range and add these to your copy tollbox: