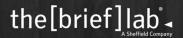
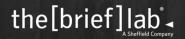
# BRIEF EMAILS Make it EASY



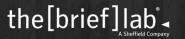
## 3 KEYS TO BETTER WRITING

- 1. Nail the subject line
- 2. Put the call to action up front
- 3. Make it look easy



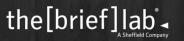
#### SPECIFIC PHRASES LEADERS LIKE TO SEE:

Review and provide feedback
Brainstorm
FYI only
Need approval
Need direction or guidance



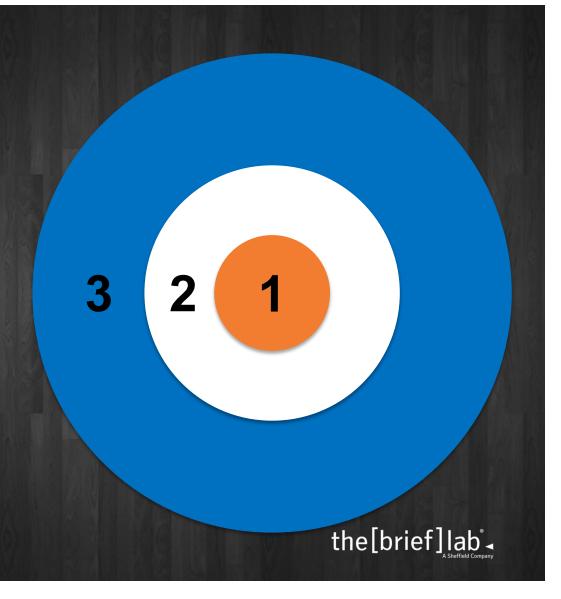
## WHAT LOOKS EASY?

- 1. Short paragraphs
- 2. Clean white space
- 3. Bullets
- 4. Get to the signature





- ➤ Level 1 Essential Information
- ➤ Level 2 Adds color to context
- ➤ Level 3 Goes into the weeds





# TRIMMING: HOW CAN WE ORGANIZE THE MAIN MESSAGE VISUALLY?

