

Writing for Busy Families + Staff

6 PRINCIPLES

Less is More

- Use fewer words
- Include fewer ideas
- Make fewer requests



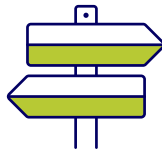
Make Reading Easy

- Use short and common words
- Write straightforward sentences
- Write shorter sentences



Design for Easy Navigation

- Make key information immediately visible
- Separate distinct ideas
- Place related ideas together
- Order ideas by priority
- Include headings
- Consider visualizing



Use Enough Formatting, But No More

- Match formatting to readers' expectations
- **Highlight**, **bold** or underline the most important ideas
- Limit your formatting



Tell Readers Why They Should Care

- Emphasize what matters ("So what?")
- Emphasize who should care ("Why me?")



Make Responding Easy

- Simplify the steps required to act
- Organize key information needed for action
- Limited the amount of attention required



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