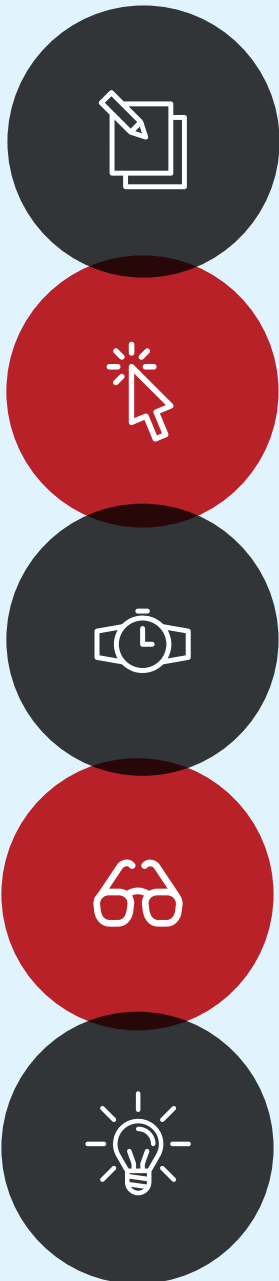


Unread writing is pretty pointless. And nobody knows content better than the folks of **JD Supra**. So, with their help, here are **10 Rules for Writing to be Read** – by clients, prospects, general counsel and executives.

10 RULES FOR WRITING TO BE READ



- 1 **BE USEFUL.** Think, “What can the reader do with this information?”
- 2 **DON'T WRITE ABOUT THE LAW.** Write about how it affects your readers' business.
- 3 **TELL PEOPLE WHY TO CLICK YOUR TITLE** – not what they'll get if they do.
- 4 **IF TIME-SENSITIVE,** capture not just why, but why read this now.
- 5 **BREAK UP YOUR WRITING WITH CUES.** Let readers scan and determine relevance.
- 6 **USE PULL QUOTES,** subheads, images, charts as clues: this piece is written for me.
- 7 **INCLUDE 3 TO 5 ACTION ITEMS** – next steps to take right away.
- 8 **YOUR FORMULA:** 1. “This happened.” 2. “Here's how it impacts you” 3. Now do this...”
- 9 **CAPTURE RISKS AND UNKNOWNNS.** Help your readers understand broader implications.
- 10 **TRY TO PREDICT THE FUTURE.**