

Use a One-Sentence Paragraph to Sell Your Idea

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Chances are a teacher told you a one-sentence paragraph is against grammatical rules. Don't worry, you aren't in school anymore, and professional copywriters use one-sentence paragraphs routinely.

If used strategically, a one sentence paragraph can highlight your key point or help sell your idea.

The white space surrounding a single sentence works like a frame, drawing the reader's eye to the content inside. It creates a point of emphasis. Be sure to use your point of emphasis strategically.

One way is to begin with a benefit or a fact that is important to the reader. Standing alone, the statement becomes bold and stark. For example, here is a good stand-alone opening sentence: Women business owners, holding one of four private businesses in our area, represent a tremendous opportunity.

Another way to use a one-sentence paragraph is to highlight a key point, as I did early in this article. As a general rule, use longer paragraphs to give background information, and use shorter paragraphs to state key points and recommendations.

Caution: Since a one-sentence paragraph is a point of emphasis, use the technique sparingly. Otherwise, the reader's eye gets confused, and the emphasis turns into visual clutter.

A one-sentence paragraph might just be the ticket to sell or highlight your idea. Go ahead and defy your grammar teacher. You're a professional now!

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