

## **Why Less Is More in Effective Business Writing**

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The ability to put less rather than more on your screen or page is an essential business skill.

We live in a world glutted with information, where e-mails, letters, and proposals often don't get read. In most cases, people don't choose what to read based on the writer's expertise or accomplishments. To some extent, people decide what to read and what to toss based on the look of the communication. Is it dense and foreboding or light and inviting?

Experts recommend one-page letters and one-screen e-mails because people are willing to read them. At the same time, be warned: a one-page letter that is a single long paragraph, in size-eight font, on a page with half-inch margins, does not meet the one-page criterion.

Less is more means your pages look clean and uncluttered—never crammed. Documents which use headings and lots of white space look neater and more manageable than those that don't.

Less is more also means you give readers material that is relevant to them—never more. For example, demonstrate to a potential customer that you are qualified for the job, but skip the elaborate details of your firm's history.

Discipline yourself to think of every communication from a busy reader's point of view. Less is more!

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