

Golden Rule Attracts Customer's Attention

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In a world of information overload, every document competes for attention. Unfortunately, readers don't decide whether to read, toss, or delete based on the author's competence or creativity. The reader's choice is based, in part, on an unconscious response to the attractiveness and accessibility of the page.

Attractive, concise materials have the best chance of capturing and keeping the reader's attention. This sounds simple, but concise materials are far from simple to write. A famous author quipped, "Excuse the long letter. I didn't have time to write a short one."

Most of us prefer *to read* simple, crisp words, but we feel obligated *to write* impressive words. Counter the illogical urge by remembering the words of Jesus, "Do for other people the same things you want them to do for you." This is the spirit of the Incredible Messages golden rule: **Never use a twenty dollar word for a nickel concept.**

If a normal, straightforward "nickel" word will get the idea across, resist the temptation to choose a pretentious "twenty dollar" word. After all, which of the following would *you* rather read?

Option 1: Our establishment has undertaken the provision of alternatives to enhance the effectiveness of your regularly scheduled task management.

Option 2: Our firm offers services to make your daily tasks easier.

Consistently write sentences like the example in option 2. You'll increase your chances of attracting and keeping internal and external customers' attention.

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