



Writing 101

The top 5 rules of reader-friendly writing.

1. Put your main idea up front—don't bury it in the details.

- ✔ Let's plan an off-site!
I'd like to invite our entire team, and do it outside. You're great at planning events—can you help?
- ✘ I'm not sure but...
I think maybe I'd like to do something outside, maybe something off-sitey. Don't really know who to invite but I know you've been involved in planning things before so maybe that's an option?

2. Make it easy to scan—not a wall of text.

- ✔ For this exercise, you'll need a:
 - Collaborative doc, like Dropbox Paper
 - Whiteboard tool, like Miro
 - Piece of paper
- ✘ There are a number of things you will need in order to complete this exercise. First, you will need to gather a collaborative doc like Dropbox Paper as well as an online whiteboard tool such as Miro, and potentially a piece of paper.



Virtual First: Communication Kit

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3. Make it shorter. Then cut it in half.

- ✔ Coming April 5th:
Hanford Inc. NightSnooze
Subscribe to our newsletter for early-bird discounts and product updates.
- ✘ On behalf of the executive team, our board members, and the entire Hanford Inc. family, I am excited to formally announce that we have made the decision to launch a new Hanford Inc. product, Hanford Inc. NightSnooze, to our sleep-consumer audiences, on April 5th, 2021. Not only is this a huge milestone for Hanford Inc. as a company, it is a huge milestone for the industry in general. We are moving toward a future of sleep in which insomnia is a thing of the past, and wherein healthful sleep is the norm and not the exception. More details on this update will be available in the upcoming months, so we encourage you to check back in at that time, at which point we will share information about discounts for early adopters.



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4. Pretend you're talking to your neighbor—not your attorney's attorney.

✔ Have questions? Our support team is here to help.

Use the writing scorecard for your team, or yourself!

Curious where we're headed in 2021? Take a look at our company goals.

✘ If you have further questions or need additional technical assistance, our assistance line can be contacted at your earliest convenience.

The Verbal Usage Framework can be leveraged for individual or professional usage. You will find a link to the VUF by clicking [here](#).

See section 43 of our SMT OKRs for a review of tier 1 2021 roadmap metrics.

5. Tell people what to do—don't leave them hanging.

✔ How's your business writing? Take the 5-min quiz.

✘ Calling on all would-be writers: A challenge for business, by Dropbox.