

Before you hit send...

If something feels slightly off, it usually is.

This is a quick check for those moments when you're about to send something, present something, or share something... and you're not entirely convinced it makes sense.

Ask yourself:

If someone read this cold, would they understand it?

Or does it rely on context that only you have?

Is the main point obvious within the first few lines?

Or does your audience have to work to find it?

Am I assuming people know more than they do?

This happens more often than we think.

Is there anything here that could be interpreted in different ways?

If so, it probably will be.

Have I made this more complicated than it needs to be? (Be honest!)

Clarity *always* trumps sophisticated business jargon.

If the answers aren't clear, the communication probably isn't either.

If you know it isn't quite right, but you're not sure how to make it clearer... that's where I can help.

Feel free to share this with anyone who might find it useful.