



SOS Habit

When you write with clarity, you have impact.
Apply these SOS tips to drive action and earn business.

1: SHORT

- » **Focus on the essentials.** Use fewer than 100 words.
- » **Get to the point—fast.** “Front load” the ask & skip the fluff.
- » **Keep it plain and simple.** Check your readability score.

“Plain words
are more
easily
understood.”

2: ORGANIZED

- » **Add a power subject line** that drives action.
- » **Make the call to action clear** and specific.
- » **Think ARC:** Action, Recommendation, Context.

Action

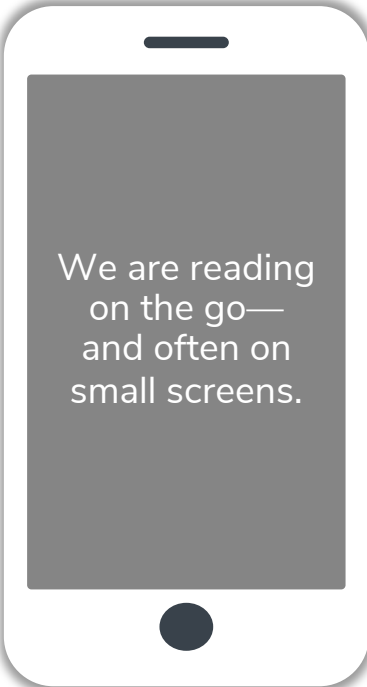
What action do you want your readers to take? Can they tell what to do and how to get started?

Recommendation

What do you recommend? Help people make smart decisions and move forward.

Context

What key context does your reader need to take action? KEY context, not ALL context.



We are reading
on the go—
and often on
small screens.

3: SKIMMABLE

- » **Embrace white space.** If in doubt, press return.
- » **Let your headers do heavy lifting.** Share your key points at a glance.
- » **Format for speed** and readability.

SOS Habit training can help you save time and get more done.

Available from the American Bankers Association: www.aba.com/SOSHabit

Want to learn more? Reach out to hubbard@mindsetdigital.com.