

SMART BREVITY

The Power of Saying More With Less

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The website for this book is at: www.SmartBrevity.com.

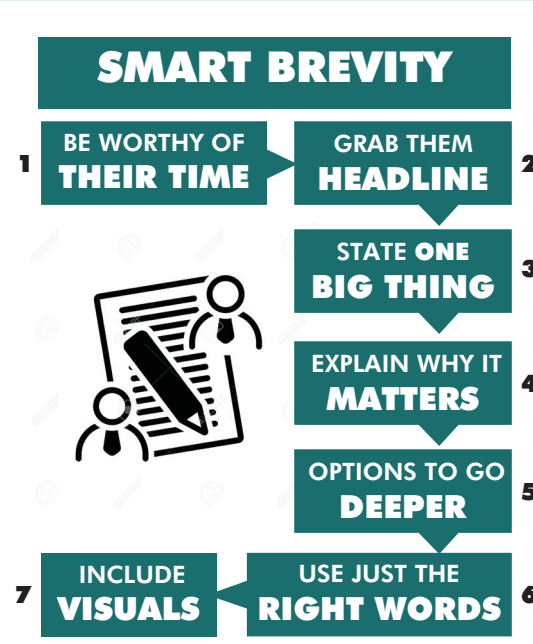
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MAIN IDEA

The business world of today is absolutely flooded with information. The best way to stand out is to use the "Smart Brevity" communication formula, which has been field tested and perfected for years by the journalists at corporate communications firm AxiosHQ.

The Smart Brevity template / formula is:



"Never in the history of humanity have we vomited more words in more places with more velocity. WHY IT MATTERS: This new and exhausting phenomenon has jammed our inboxes, paralyzed workplaces, clogged our minds—and inspired us to create Smart Brevity . . . and to write this book. OUR ANSWER: Adapt to how people consume content—not how you wish they did or they did once upon a time. Then, change how you communicate, immediately. Do this by adopting Smart Brevity. THE UPSIDE FOR YOU: You will learn to punch through the noise, be heard on what matters most and win recognition for your most important ideas."
 – Jim Vandehei, Mike Allen, & Roy Schwartz



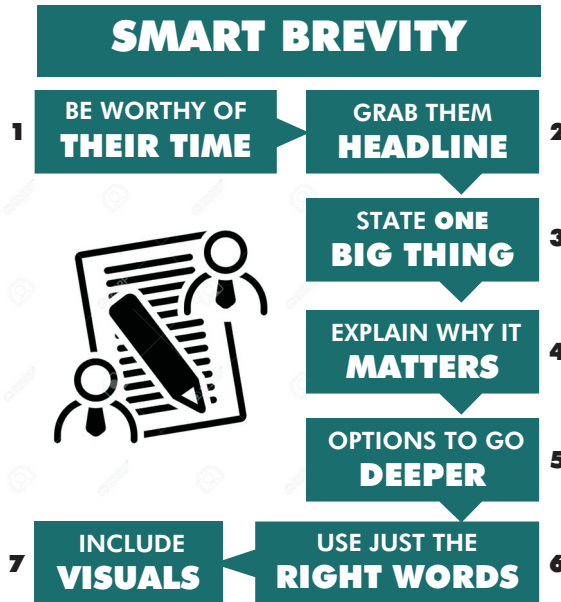
SMART BREVITY

1. What is Smart Brevity? Page 2

Smart Brevity is a better way to create, share, and consume information in the cluttered digital world. It's a formula for communication effectiveness.

2. How to do Smart Brevity Pages 3 - 5

The basic Smart Brevity template is:



3. Smart Brevity in action Pages 6 - 8

Smart Brevity can and should be used in all your communications, whatever the format. It can be used at work, in your speeches and meetings, in your emails and social media – everywhere. If you're looking to get ahead of the game, run your company on Smart Brevity. This is an all-inclusive way to communicate ideas and more.