Communications Guidelines

In any communication about your business, make sure to:

:: **Be clear about the “what.”** What is this page, presentation, or brochure about? Make it instantly clear.

:: **Address the “why” as quickly as possible.** Why is what you’re talking about important and why should your audience get onboard?

In other words: Why does this make the reader/user’s life or work better? Why should they care?

:: **Give a clear call to action**. What do you want the reader, listener, prospective app user to do specifically? Let them know!

Should they email you? Submit a question? Sign up for your classes? Buy your art? Schedule a real estate showing? Every page of your site should make it clear what the user should do next.