

Fix This Writing!

Tips



Reduce misunderstandings and increase productivity using The Minto Pyramid Principle when you write informative messages.

Tip

01

Be explicit

State your bottom line message **explicitly**. Don't make your reader guess what your point is.

Tip

02

Gauge sensitivity

Determine if your readers will be **highly sensitive** to your bottom line message. Not a little sensitive. A lot!!

Tip

03

Invert the pyramid

Place your bottom line message first at the top of the inverted period. Don't bury the lead! Write for busy readers, with your point stated **before the explanation**. Ignore Tip #3 **only** for highly sensitive messages.



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