

## How to Create Anti-Boring Emails and Presentations

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- Know your audience
  - If you already know your audience, then think about what they need to know in this instance and what they already know. That way, you can tailor your message.
  - If you don't know your audience already, do a little research on them. Did they publish an article, a podcast? Gain an understanding of where they're coming from and, if it makes sense to do so, refer to their article or talk in your email.
  - Consider what problems your reader is experiencing. What do they need to know to solve any issue at hand? What do they need to know about you?
- Scan the horizon and use simple language
  - Look ahead for possible challenges, changes, or opportunities. A message sent before a problem strikes is appreciated.
  - Avoid jargon or lingo if your audience won't understand it.
- Include a call to action
  - Include a clear action step. Let them know what to do or expect next.
  - Consider what you want the reader to be, do, or feel after your communication to them.