



Savvy Communication Tools

Tips to Make Charts Readable and Appealing

- ◆ Make letters at least 1 1/2 inches high.
- ◆ Leave two inches or more between lines. (the width of two fingers)
- ◆ Use the top 2/3 of the pad.
- ◆ Use as few words as possible
- ◆ Highlight key points by using:
 - Color
 - Shapes
 - Graphics
 - Boxing
 - Underlining
 - Pictures
- ◆ Check readability from different parts of the room.
- ◆ Leave a blank page between each printed page so that the writing on the pre-printed page does not show through and cause distractions.
- ◆ Use the colors red, pink, orange and yellow for accent only.

Print Impact: Know the Numbers

Knowing how many readers look at certain page elements will help you judge their importance as attention-getting devices.

- ◆ **Headlines** – 70% to 90%
- ◆ **Subheads** – 60% to 90%
- ◆ **Photo captions** – 60% to 90%
- ◆ **Lead paragraphs** – 40% to 70%
- ◆ **Text** – 5% to 10%*

These percentages confirm the important use of the inverted pyramid style of writing for print and electronic publication.

*Newsletter Factory, Atlanta

Tips to Make Transparencies Readable and Appealing

- ◆ Use as few words as possible to communicate your ideas.
- ◆ Keep information to six lines or less, with no more than six words per line.
- ◆ Cover one major idea, with up to three sub points on one sheet.
- ◆ Use tinted plastic to reduce the glare.
- ◆ Illustrate ideas with
 - Pictures
 - Shapes
 - Graphs
 - Color (limit to three per sheet)
- ◆ Use a grid to ensure aligned text and markings when handwritten.
- ◆ Lay out your transparency in pencil first, using letters at least 1/4 inch high.

Leave Perfect Voice-mail Messages

When you call someone who's not available, leave the kind of voice-mail message that ensures a response and leaves a positive impression. *Here's how:*

- ◆ **Keep it short.** Respect the other person's time. Limit your message to 20 seconds or less.
- ◆ **State your name, the time and your phone number.** Then give a brief idea of why you called.
- ◆ **Set a time frame for callback.**
- ◆ **Repeat contact information.** Restate your name and phone number more slowly at the end of the message. Include alternate contact numbers if appropriate.
- ◆ **Use an upbeat closing.** A strong cheerful voice will emphasize how you value the person you called and the importance of the call.