



## Don't ask to be indulged Make every word count

Every good business communicator should ask themselves one question: “Am I asking my reader to indulge me?”

Remember, your message is in competition with everything your readers encounter on a daily basis: every message, every radio advertisement they heard in their car on the way to work, every pop-up or banner ad they saw on the Web that day, every television ad they saw the night before, every billboard message that

grabbed their attention, every email from their boss, colleagues, friends and mothers-in-law.

Your message will be judged and ultimately consumed through this prism. That's a lot of competition. Can your message cut through the clutter? Will it resonate with your readers?

You need to make your message count. Your credibility is on the line every time. Keep your focus on what you want to get across to your reader and do it quickly.

Don't ask your readership to indulge you. Be respectful of their time and attention and they will reward you with receptiveness.

*Excerpt from [Rock Your Comms: 98 Killer Tips and Secrets from Internal Comms Professionals](#), my contribution to an e-book that benefits the [Make-A-Wish-Foundation](#).*

Julian Rogers

Juju Eye Communications | [@thejujueye](#)