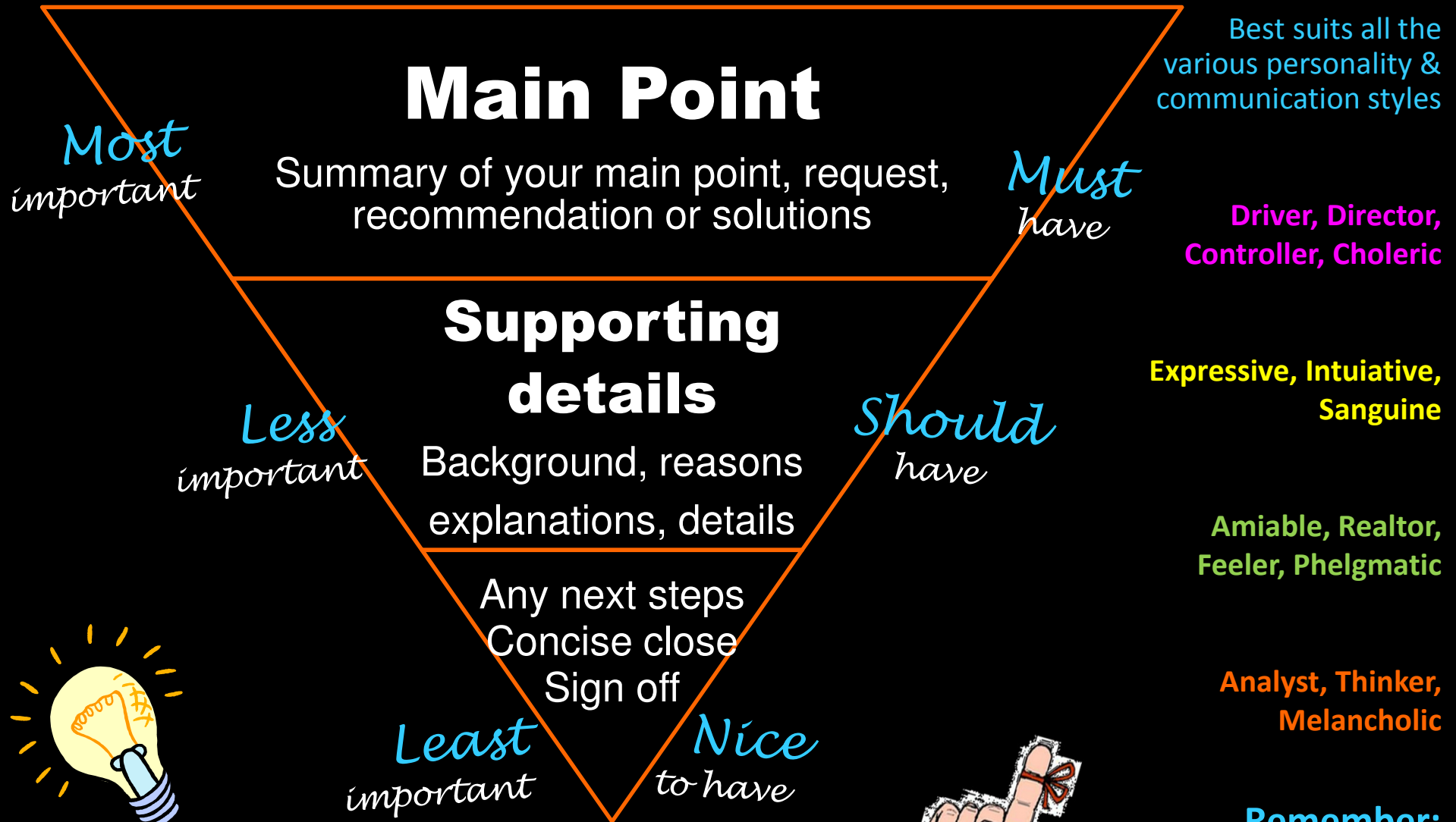


Why INVERTED PYRAMID structure work best for email



The 5:30 Rule

Give a 5 second overview of your message and then expand on it with a 30 second version



Remember:

Summary before details
Requests before reasons
Solutions before explanations
Recommendations before background info