

# Tell what you want and do it straightly!

By Dmitry Nanev

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I'll go straight and tell you the two most important reasons for this:

1. You will save your and most importantly the reader's time.
2. You will reduce the message in size and as you know in the Net this is a very big problem - the size!

This rule is very important when you are sending messages and when you are making your web site.

For an example I've saved about 10kb in my new report about advertising.(send blank email for more info to: smart-advertising@getresponse.com?Subject=REF001)

Think about you... Do you like LONG messages in your mailbox? Slow downloading web sites? No, I really think you don't like all these stuff!

But most of the so-called e-marketers don't realize this and make the opposite! Instead of reducing the size they increase it. In most cases this is because they can't tell exactly what they want, straightly!

To avoid this in all of your writings follow these steps:

1. Write it your way. Write it long with all the small and useless(they might be useful) details.
2. Understand their meaning.
3. Tell it the shortest way possible. But don't forget that it must mean and tell the \*EXACT\* same thing!

If it's still long - separate it into several smaller parts.

Now when we discussed the size let's go to the time. Nowadays everyone is in a hurry for somewhere. So not everyone have time to read. If you really value your readers - save their time by telling it shortly.

We know that you can write. But we would like to see the facts - straightly!

A real example for this is the current message you're reading. I told everything shortly although I could write several pages about this!

P.S. This rule can be very vital for your ad. To find out where and how to advertise send a blank email to:  
mailto:smart-advertising@getresponse.com?Subject=REF001

The report is FREE before Midnight Today!

Always with You towards Success!  
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