



## Kidney thieves, toilet spiders and short copy

Did you know that medical students are drugging visitors in a popular tourist spot and **stealing their kidneys**? Or that the toilets in a major U.S. airport are teeming with **venomous spiders**? Or that people don't read anymore, so you need to **keep your copy as short as possible**?

Looking for the common thread in those three questions? It's simple: all three are myths that have circulated so widely that people believe them without question. Yet none of them are really true (well, I haven't see any of the spiders). The simple fact is that people will take the time to read your copy – no matter what its length – if it's meaningful and they believe it will offer value.

So how long should your copy be? Exactly long enough to fulfill the objective, and not one word more or less. Don't fall prey to arbitrary guidelines or rules. Whatever the length, economical, active language along with organization that makes scanning easy will help you deliver information that matters to the reader as efficiently as possible.

Not sure your copy is as effective as it could be? Let me look at it. I'll give it a no-nonsense, no-obligation review and identify any opportunities for improvement. Email [scott@sfwriting.com](mailto:scott@sfwriting.com) to learn more.

## The easiest way to get rid of your problems

Right now, there's a project on your desk that you're desperately trying to avoid. Maybe it's something you simply dread. Or one of those annoying little ones that you just can't seem to move off your to-do list. Whatever it is, it's making Monday morning arrive far too quickly.

And I want it. No, I'm neither crazy nor a masochist. It's that I learned long ago that taking on those dreaded projects is one of the best ways I can demonstrate what I do for my clients. It's gratifying how many of those "Okay, let's see how you do" projects have turned into client relationships measured in years.

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