



Write like a 3rd Grader

"Simplicity is a choice, a crystallization. The ability to simplify means to eliminate the unnecessary so that the necessary may speak...

Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity." ~ Steve Jobs



A surprising finding in our constant research on email success...the reading grade level of your emails has a dramatic impact on response rates. **Emails written at a 3rd grade reading level are optimal.** They provided a whopping 36% lift over emails written at a college reading level and a 17% higher response rate than emails written even at a high school reading level. ~Boomerang

Often, financial service professionals think it's most important to portray the highest level of intellect with client/prospect outreach. While important, **it's not what's most important when working to set meetings and/or schedule follow through.** (**Developing the Next Leaders** streamlines this process.)

Of course, the content and context of our email matters, a lot. When sending emails discussing the finer points of a leveraged emerging markets fund or a benefit your firm offers; high quality, thought provoking, detailed information is valuable. However, science proves, when sent to schedule a meeting, **advanced content meaningfully reduces response rates.**

We're all working to gain mind share and/or time on our client's and prospect's calendar, where so many struggle today...**simplicity wins.**

If you don't have any reason to adjust the writing level, 3rd grade is a good default.

Mark Twain famously quipped, **“I didn't have time to write you a short letter, so I wrote you a long one.”**

TAKE AWAYS:

- Subject lines with 38-42 characters have the highest open rates (19%)
- Body of emails with 75-100 words have the highest response rate (51%)
- Emails with 2 links or fewer get clicked through most often. (54%)
- When we send emails with 1 attachment, that attachment gets opened more often than emails with multiple attachments. (no stats, **DtNL** evidence)

