



For messaging that's well-received, focus on:

O.T.H.E.R.S.

O = ONE

Write for one person.

T = TRANSPARENCY

Embrace transparency to become relatable.

H = HELPFUL

Speak to their needs, not your own.

E = EMPATHETIC

Make their problem your problem.

R = RELEVANT

Timing matters. Review for relevancy ALWAYS.

S = SINCERE

If you say or do something, mean it.