Unread writing is pretty pointless. And nobody knows content better than the folks of JD Supra. So, with their help, here are 10 Rules for Writing to be Read – by clients, prospects, general counsel and executives.

1. **BE USEFUL.** Think, “What can the reader do with this information?”

2. **DON’T WRITE ABOUT THE LAW.** Write about how it affects your readers’ business.

3. **TELL PEOPLE WHY TO CLICK YOUR TITLE** – not what they’ll get if they do.

4. **IF TIME-SENSITIVE,** capture not just why, but why read this now.

5. **BREAK UP YOUR WRITING WITH CUES.** Let readers scan and determine relevance.

6. **USE PULL QUOTES,** subheads, images, charts as clues: this piece is written for me.

7. **INCLUDE 3 TO 5 ACTION ITEMS** – next steps to take right away.

8. **YOUR FORMULA:** 1. “This happened.” 2. “Here’s how it impacts you” 3. Now do this...

9. **CAPTURE RISKS AND UNKNOWNS.** Help your readers understand broader implications.

10. **TRY TO PREDICT THE FUTURE.**