

## BEFORE

To: All employees  
Subject: PatchLink Implementation

Unhelpful subject

Overly long first paragraph is littered with minor details

Name of patch doesn't deserve an entire sentence

Aha! Finally we come to what interests readers most.

Information Services (IS) is working to implement a software product that will deploy Operating System security patches to workstations. The software product is PatchLink Patch Management System. IS will be conducting a test with the PatchLink software by deploying a workstation Operating System security patch starting Monday, May 27th and conclude when all workstations have been updated. The test is expected to be completed by Friday, May 31st. The security patch being used for this test is "MS12345 Update to Windows Media Player."

The installation process is automated, and will run in silent mode. You will be able to work as usual during this process and will notice no impact during the update.

If you have any questions, or encounter any problems, please call the Customer Support Center at 212-123-4567, option 3.



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## AFTER

To: All employees  
Subject: Security patch to load automatically

Informative subject

Throughout the week of May 27, security patches will load automatically on all workstations. Downloading won't interrupt your work or require you to do anything.

Information Services is testing PatchLink Patch Management System, software that puts security patches on workstations. We'll see how well it installs MS12345 Update to Windows Media Player.

If you have any questions or run into problems, please call the Customer Support Center at 212-123-4567, option 3.

Short first paragraph answers readers' main questions

After version cuts 56 words or 40%—real savings multiplied many times over in a message to a wide audience

We teach writers to "read" their readers and answer likely questions in advance. Our tested approach cuts down on the number of emails and improves the ones that remain.



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