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How can you **communicate effectively** in writing?

An evergreen framework to structure your messages and capture the reader's attention.



People at work are, by definition, **busy**. Respect their time and earn their attention by giving structure to the messages you communicate.
Check out the key points of a well-structured message on the front, and find an example on the back.

The hook

It's the **first thing** people see—the opening line of your message. It should be short and attention-grabbing: the goal is to reveal the topic and make them want to read more. Use a question, a promise, or a concrete statement. Focus on what really matters—if you're writing to someone, it means there's something important to say. Find it. And put it right at the top.

The context

Here's where you briefly explain: what you're talking about (**what?**), why it matters (**so what?**), and what happens next (**now what?**).
A few clear lines are enough. You don't need to tell the whole story, focus on an effective summary. The reader should quickly understand if and how they need to take action.
Everything else can wait.

The details

This is the part where you add more **depth—links** to documents, PDFs, data, or extra context. Important: make it clear that this section is optional. Write something like: *"For those who have time to dive deeper, here's a more detailed explanation."* Those who have time will read it. Those who don't will still appreciate that you saved them time—and that they can come back to it later when they do.

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Mail example:

The hook:

We spent 40% more than expected — and it wasn't a mistake.

The context:

The budget for the corporate video went from €5,000 to €7,000.
The main reason was an extra day of outdoor shooting, which we decided on set to improve the final result.

This video will be used on the website, in partner pitch decks, and in employer branding campaigns — we preferred to invest a bit more now rather than have to redo it in six months.

We now need a quick confirmation to move forward with post-production: if you're aligned, we'll lock in the editing by Friday.

The details:

For those who have time to dive deeper, here's a more detailed breakdown:

– a line-by-line breakdown of the extra costs,

– the crew's approval email regarding the change,

– two teaser clips comparing the original scene and the new one.

📎 *[link]*

✦ Try outlining your next important email using the hook, context, and details structure. 🖋



The hook



The context



The details