

## Six Words Or Less. Keeping It Simple.

*By Linda Duke, CEO, Duke Marketing*

Sentences should be six words. Any more and readers lose interest. Try describing your restaurant this way. Ask "what makes your restaurant different?" Define what you do best. Now try it with six words.

Keeping it simple has its rewards. People can understand instantly without thinking. Just like billboard copy. Clear, concise statements draw attention. Taglines and slogans meet these criteria. They are simple and memorable. If done well they are remembered.

Successful brands define themselves this way. It isn't easy. It takes practice and patience. It promotes higher level thinking. It can help define positioning statements. Something few brands can articulate.

Try writing promotional copy this way. Write product benefits in six words. Make the key phrases brief. Only include words that are needed. It will make your copy sing!

Explain your profession in six words. Try this with your personal attributes. This exercise helps write excellent resumes. Who are you? What have you accomplished? What makes you special or different? Use action words in each sentence. Keep it simple!

Less is more in marketing. Just ask Tavistock Restaurants. In six words they described ZED451. Original cuisine, service intelligence, unprecedented design. This description is spot on. Their focus is now narrower. They can easily articulate their brand.

(If you didn't notice each sentence above is six words. Or less!)