


A top-down view of a desk with a laptop, a keyboard, a hand holding a carrot, a plate of food, and a small plant. The text is overlaid on the image.

Put compensation emails on a diet

Learn to craft messages that cut through the clutter



You need to
communicate about
compensation.


An orange envelope icon with a white card inside. The card contains the text: "So, you create an **email** to share critical information." The word "email" is in orange, matching the envelope's color.

So, you create
an **email** to
share critical
information.

But because you feel the need to share everything, your email gets

**bigger
and bigger
and bigger.**





So, when employees
open the email, they're
overwhelmed with how
HEAVY it is.

A close-up photograph of a person's foot standing on a white mechanical scale. The scale's dial is visible, showing a red needle pointing to the number 20. The scale is placed on a yellow, textured mat. Overlaid on the image is a large white text question.

How do you avoid an overweight email and still include all of the **necessary information?**

Start by understanding how employees want to experience emails.



As postcards to quickly scan



Not letters to read in depth

Then use the **6 tips** to make emails slim, trim and shapely.



1

Start the day
off right



2

Be flexible



3

Work the
“upper body”



4

Focus on
target areas



5

Cut down
on calories



6

Do multiple
reps



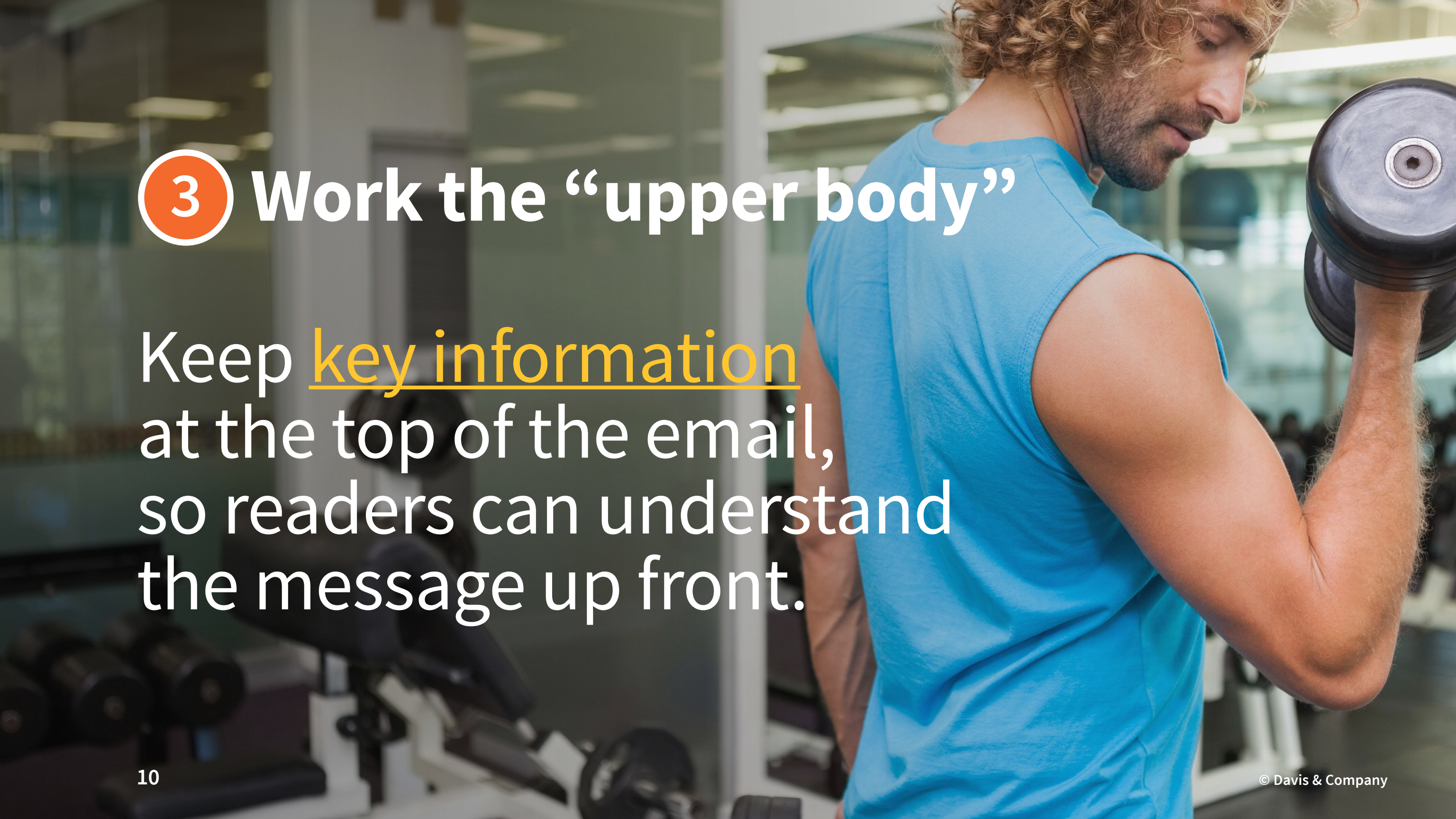
1 Start the day off right

Catch employees when they spend the most time reading email—first thing in the morning.

2 Be flexible

Keep information and graphics simple, so employees can skim on their mobile devices.





3 Work the “upper body”

Keep key information at the top of the email, so readers can understand the message up front.



④ Focus on target areas

Use bullets, bolded text and subheads to highlight core content.



5 Cut down on calories

Put emails on a content diet and keep it short, so employees can easily scan.



6 Do multiple reps

Instead of one long email about the new compensation package, send multiple emails.

The result?
Employees actually read compensation emails and understand their pay.



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