

Bullet Points That Sell



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Bullet Point Basics

Before we get to the graduate level, we've got to nail the basics. So here are the 5 cardinal rules for general bullet points that convey your points clearly:

1. Express a clear benefit and promise to the reader. That's right... they're mini-headlines. They encourage the scanning reader to go back into the real meat of your content, or go forward with your call to action.
2. Keep your bullet points symmetrical if possible; meaning, one line each, two lines each, etc. It's easier on the eyes and therefore easier on the reader.
3. Avoid bullet clutter at all costs. Do not get into a detailed outline jumble of subtitles, bullets and sub-bullets. Bullets are designed for clarity, not confusion.
4. Practice parallelism. Keep your bullet groups thematically related, begin each bullet with the same part of speech, and maintain the same grammatical form.
5. Remember that bullets (like headlines) are not necessarily sentences. If you want to write complete sentences, stick with a paragraph or a numbered list.

<http://www.copyblogger.com/little-known-ways-to-write-fascinating-bullet-points/>