

A top-down view of a person with blonde hair and glasses, wearing a white button-down shirt, sitting at a white desk. They are looking down at a tablet or clipboard with a colorful financial chart. The desk is cluttered with various items: a black coffee cup, several papers with charts and graphs, a laptop, a small potted plant, and some paper clips. The background is a plain, light-colored wall.

The 3Ls of Financial Writing

Write finance content people actually *want* to read.

Language

Use plain English. Plain English doesn't mean oversimplifying. It means being clear, precise, and reader-friendly—no jargon, no fluff.



Layout

Structure matters. Make the main message obvious at a glance with:

- Clear headings
- Bullet points
- Short paragraphs

One big thing: _____

What's next:

- _____
- _____

Go deeper: _____

Why it matters: _____

Look

Make it readable. Use:

- White space
- Bold key points
- Simple, uncluttered formatting



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