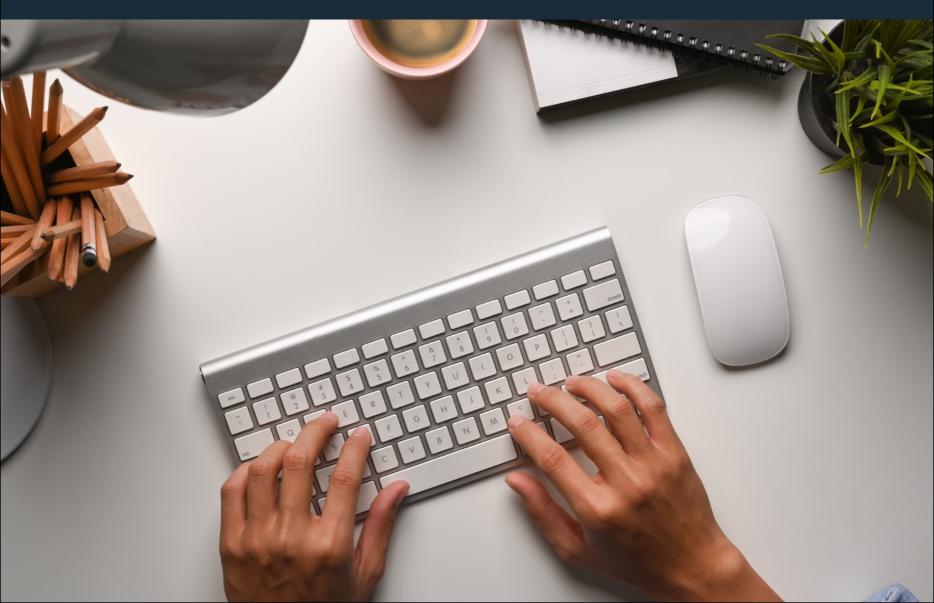
## The 3Ls of Financial Writing

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

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The Axios Smart Brevity model



Make it readable. Use:

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

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