

# Bullet points, not sentences.

## BAD

Full sentences both waste your valuable real estate and make it difficult for your audience to pick out *the* most interesting information from a mass of potentially interesting words words words.

## GOOD

Bullet points

- conserve space
- visually separate different ideas
- should condense your thoughts into concrete, active phrases

# Bullet points, not sentences.

## rescuing the BAD

### Full sentences

- clutter your space
- obscure your message

## GOOD

### Bullet points

- conserve space
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