

# 5 Easy **Typography** Tips To Improve Your Message



INSPIRED BY MARIE FORLEO'S  
THE COPY CURE

## WHY TYPOGRAPHY MATTERS

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**The average American is exposed to 4,000-10,000 ads per day.**

That's nearly double the number of ads the average person saw in 2007.

Source: Zippia



## WHY TYPOGRAPHY MATTERS

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**We are being  
inundated with  
information.**

Typography helps your reader to  
*EASILY* consume your message.



## TIP #1

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**Bullet points,  
numbered lists,  
and line breaks  
are your BFFs.**

- Use these often
- Break up long paragraphs
- Make vertical whitespace



## TIP #2

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... Ellipses, em dashes – and emojis 🥰 can be acquaintances.

- Use these occasionally
- Break up wordy sentences
- Make horizontal whitespace



## TIP #3

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**Size matters – and in this case, shorter is better.**

- Shorter sentences
- Shorter paragraphs
- Let your copy breathe



## TIP #4

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**Prioritize visual appeal over grammatical rigor.**

- Avoid blatant errors, ofc
- Accuracy threshold depends on content format and channel



## TIP #5

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# ALL CAPS has it's place. Find it.

- Use sparingly
- Try ALL CAPS instead of  
— or mixed with — bold  
or italics





## EXAMPLE - *BEFORE*

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Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking).  
Source: Wikipedia



## EXAMPLE - AFTER

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# Typography is:

The art and technique of arranging type to make written language **legible, readable AND appealing** when displayed.

The arrangement of type involves selecting:

- typefaces
- point sizes
- line lengths
- line-spacing (leading)
- letter-spacing (tracking)

Source: Wikipedia

## EXAMPLE - AFTER WITH MARKUPS

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Typography is:

H1

The art and technique of arranging type to make written language **legible, readable AND appealing** when displayed.

line break

ALL CAPS

bold key terms

The arrangement of type involves selecting:

- typefaces
- point sizes
- line lengths
- line-spacing (leading)
- letter-spacing (tracking)

bullet points

change alignment and point size

Source: Wikipedia

Thanks for  
reading.

What would you add?

COMMENT BELOW



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