

SEND BETTER MESSAGES WITH

Bottom Line Up Front

BLUF is a framework for declaring the purpose of the message and the action required. It should answer the five W's: who, what, where, when, and why, and provide the most important information. It is a summary that should take up to 30 seconds. It can be supplemented with the subject and the additional reasoning for further detail.

BLUF USAGE

In **conversation**, the BLUF model can help to keep the conversation concise and focused as well as state the main point. **Digital communication** requires the brevity and clarity of the BLUF framework. In **planning and management** ensuring the purpose of plans is kept in mind. The BLUF method is useful also in the **Cognitive-Behavioral Approaches** in primary care to get the physician to understand everything important about the patient. In **Search engine optimization (SEO)** for optimizing content.

SUBJECT ACTIONS THE RECIPIENT IS SUPPOSED TO DO

The subject of the message provides an opportunity to use keywords to highlight the purpose of the email.

ACTION – Compulsory to take some action

SIGN – Requires the signature

INFO – Informational purposes, no action is required

DECISION – Requires a decision

REQUEST – Seeks permission or approval

COORD – Coordination is needed

