***How Briefness Can Help You Land The Job***

***The fastest way to landing the job of your dreams might just be in keeping your correspondence and pitches brief.***

***By Ian Wishingrad***

8 seconds. That’s how long the average person’s attention span is now according to a [study](http://time.com/3858309/attention-spans-goldfish/) from Microsoft. It may sound strange, but with such a short attention span, if you want to make sure you’re being remembered and listened to, you better make it brief.

There are two important ideas to remember to ensure you’re able to be brief but still be understandable. First, you must be able to give crystal clear instructions about what you want. People often tend to try to pass the buck. They will come in with half an idea and then delegate work to others. Whether you’re pitching an advertising campaign to a company, or yourself for a job, you can’t be heard properly if you’re not sure what you’re saying yourself. When I’m preparing a pitch I do strategy and big-picture thinking myself, and then give very specific briefs to talented people. If you create the entire fence parameters, then you can do anything inside that fence and it will always work.

The second and most important thing to remember is the value of time. One of the biggest problems today is that people don’t value each other’s time enough. You must be able to sell yourself or your idea in one sentence. The biggest way you can show your respect is by communicating quickly. The art of distilling ideas down to what really matters is what is key. People respond when you’re specific with what you’re looking for. If you’re sending a blind email, write a good succinct email title with no more than a few sentences in the email body.

Why am I so certain of the importance of brevity? Because it’s worked for me. At the age of 23 I came up with the idea for nobituary.com, a campaign to encourage people to stop smoking. While trying to get backers, I faced plenty of rejection. But in 2012, I got my big break, while at a conference hosted by Whoopi Goldberg. She mentioned she had recently stopped smoking and I knew she’d be the perfect campaign partner. I made a beeline for her, but I knew the clock was ticking. I would have about 5 seconds to hook her and maybe 30 more to explain. I did it and she loved it and told me to email her. I said I’d email the details within five minutes with the subject line “Nobituary. White Jewish Guy.” She got the email, responded, and two years later we launched. Since then we’ve had more than 3,760 nobituaries, meaning 3,760 potential former smokers.

So what’s the major takeaway? When you’re pitching anything, whether it is an idea, an ad campaign, or even yourself, you must make sure you leave no room for interpretation. The idea is to solve enough of the problem so everyone else doesn’t need to. That’s how I was able to build a successful ad agency and work with major companies and organizations like the NJ Devils, with an 18-month old company, all thanks to the art of being efficient and brief.