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## [4 lessons from PR pros' holiday cards](#)

By [Beki Winchel](#) | Posted: December 20, 2017

### 4. Keep it short and sweet.

[Janet Falk of Falk Communications and Research](#) was concise with a holiday haiku and short message. Here's how her digital holiday card reads:

In the dark of night  
A sudden glimpse of bright light  
Sparks joy in my heart.

*Thanks to your support, 2017 was one of my best years in business.  
May you gather strength from your success and climb ever higher in the months ahead.*

Why a haiku? [Falk wrote](#):

This 17-syllable poem, with reference to nature and a change of mood, is technically difficult. That challenge aligns with my brand of skilled writing for impact. It's now a tradition; recipients tell me they anticipate receiving it as a signal of the holiday season, which is the ultimate compliment.

You don't have to pen the same to use the power of brevity. For holiday greetings and beyond, consider short, snappy messages—or a visual, such as a quick video or compelling infographic.