



BLUF



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BLUF is a military acronym that stands for **B**ottom **L**ine **U**p **F**ront

This simple tactic provides what is needed from the recipient at the start of every communication—whether written or verbal.

EXAMPLE

From: Heather Sanders <
Sent: Wednesday, December 2,
To: Bill Fournet <
Subject: Ready to Review

BLUF: Your review and input on both presentations are needed by EOD Tuesday.

Bill,

“Power of the Playbook” 1hr Keynote I feel confident about
Update to a consistent look and feel and incorporate everything we discussed in the meeting yesterday.

[Here's the link.](#)

What I need from you...

1. Review overall flow
2. Reduce the number of videos
3. Delete the slides you don't want
4. Add comments to the slides that need changes

WHEN TO USE THE BLUF TECHNIQUE

BLUF is best used when some type of action is needed from the recipient. i.e.,

- Asking for a response or feedback
- Approvals
- Decisions

HOW TO USE THE BLUF TECHNIQUE

1. **Introduce your team to the technique.** Resolve that you and your team will start using BLUF in emails when action is required by recipients.
2. **Begin your emails with “BLUF—”** followed by the need or conclusion at the beginning of the communication in 1-2 sentences. Then, write the rest of your email.

TIP* Include the [BLUF—](#) hyperlink as a quick reference for your team or a reader that isn't familiar with the technique.

3. **Assess and provide feedback** If you feel a team member's BLUF didn't appropriately convey the action or response required.