

## Tone X, but not Y

Tone will change according to the situation, but the following guidelines should always be considered when writing our internal and external assets including training modules, social media posts, emails and blog content.

▼ T.O.V Guide



### **Confident, but not cocky**

Our deep process and years of experience give us credibility. We lean into that—but we don't want to be perceived as “know-it-alls.”

### **Fun, but not childish**

If we think of a funny anecdote that furthers the goal—we include it. But we don't force it.

We don't fall back on ‘internet lingo’ or juvenile jokes to elicit a laugh. Our humor is more ‘Frasier,’ less ‘Three Stooges.’

### **Friendly, but not needy**

We'll always be polite and strive to do right by our clients, but we won't trip over ourselves to make a bad relationship work or pester our clients with endless emails.

### **Educational, but not patronizing**

We want to help readers feel confident that (1) we know what we're talking about, and (2) they're going to learn something they can use.

That's why we strive to teach people the “why” and the “how” behind actions. We don't belittle them for not knowing.

### **Personal, but not unprofessional**

We write the way we speak—conversational, relatable, and plainspoken.

We're not sticklers when it comes to starting a sentence with “and” or ending a sentence with a preposition.

We avoid slang and buzzwords. We treat our audience more like a VIP or potential partner, not like a bff.