

# Voice & Tone Guidelines





**Hello. These handy guidelines describe the voice characteristics of YCBM, and the correct way to use them.**



Informative

We like to be transparent about what customers can achieve with YCBM



**Do**

- Describe things in a friendly and succinct way
- Be straight to the point
- Be honest about what YCBM can offer
- Use strong verbs, action verbs and power words



**Don't**

- Use jargon
- Use fluff
- Overpromise
- Be wishy-washy
- Use passive voice



# Overachiever

We like to present to customers solutions that they didn't even ask about

 Do

- Pre-empt questions that may come up
- Give extra value (when applicable)
- Be cheerleaders
- Empower the customers

 Don't

- Overshadow the core problem
- Too eager



# Customer-centric

We want to focus on “what’s in it” for the customer, giving them the benefits of our solution



**Do**

- Always think from the customer point of view — what’s the benefit, what problem will it resolve, what’s in it for them
- Focus on the final goal for the customer (problem > solution)



**Don't**

- Focus too heavily on the features

# Quirky

We want to express ourselves in a funny, friendly, and even irreverent way



- Use sparkles of fun in the copy
- Play with words
- Use smart copy that will engage the users



- Loose sight of who our customers are and the appropriate way to approach them
- Be goofy
- Use slang
- Be too casual
- Be too serious



# Tolerant

It's embedded in our values to be tolerant and respectful of everyone

 Do

- Use person first language
- Be positive
- Be inclusive

 Don't

- Make assumptions as you never know who the reader is
- Oppress people with dogma
- Be condescending or patronizing



# Auth orita tive

We're an authority when it comes to scheduling tools and we want to keep that authority for types of copy we put out there



**Do**

- Research well before publishing anything
- Back up your research with valid sources
- Think about SEO (Search Engine Optimization) at all times



**Don't**

- Sell smoke





**If you are having trouble with anything in this guide, or you are unsure if your communication best represents the YCBM Brand, please contact us.**

Version 1.0 — 01.07.21