

Here's our short writing style guide. You can use it as a basis for your company's guide.

Note: Your company's tone might be different from ours: more or less formal, more or less technical, with a lot of humor or none. And that's totally fine. Our goal is to emphasize the importance of defining a tone of voice in general, to help ensure your emails feel human and authentic to your brand.

Short writing tone guide

- **Imagine you're writing to a colleague, or a colleague's boss.** A simple tip is using a person's name when writing the email, instead of "first name."

Example:

Hi Estaban

Instead of

Hi <first name>

A good question to ask yourself during and after writing is: Would I write this way to Estaban?

- **Use professional language but go easy on the industry buzzword and jargon sauce.** Using basic industry acronyms (e.g. CTR in marketing) might be fine, but when in doubt, spell them out (CTR = Click-through Rate).
- **A bit of humor is ok.** Humor is great when it works, and disastrous when it doesn't. It can be problematic across different cultures or just different people. Our recommendation: if your email is a cake, humor is the cherry on top ,not the dough and not the filling. And it's fine to have a cake without a cherry.
- **We like it short.** Nobody has time for long emails.

Examples - Do's and Don't's

	Don't	Do
Use the right level of formality	<i>Dear Darlene</i> <i>Yo Darlene!</i>	<i>Hi Darlene</i>
Minimize / explain buzzwords	<i>Our proprietary, bleeding edge AI / ML engine leverages omnichannel data.</i>	<i>We developed a machine learning engine that uses data from multiple channels.</i>
Be humble	<i>OurCompany has the best marketing optimization solution for the biggest banks in the world, guaranteed!</i>	<i>OurCompany is fortunate to work with some of the world's leading banks on optimizing their marketing campaigns.</i>
It's not about you + mild	Our product uses the most	Other leading marketers use our

flattery works	advanced AI algorithms and has the best TTL performance in the industry.	platform to optimize their campaigns and improve customer communication.
Avoid questions	<p><i>Are you looking for a real-time analytics solution? OurCompany can help!</i></p> <p>This is also very common when writing job descriptions. <i>Are you a ninja marketing manager? Are you looking for your next challenge in a HOT startup?</i></p>	<p><i>If you're looking for a real-time analytics solution, OurCompany may be able to help.</i></p> <p><i>Our team is growing fast and we're looking for talented and ambitious marketing folks to join us.</i></p>
Keep it short and to the point	<i>If you're around on the first day of the conference and you can fit in a short meeting in your busy schedule, perhaps we can set up some time for the two of us to meet in person.</i>	<i>Let me know if you'd like to set up a quick meeting the first day of the conference.</i>

Going further

Once you've mastered tone, the next step is to write a comprehensive style guide for your brand that will be used by anyone who writes external communication in your company (which is essentially everyone). Here's [an excellent example](#) from Buffer, which links to [another great example](#) from Mailchimp.