1. Learn to care for the words you use.
2. Learn from what you like.
3. Think in headlines.
4. Grab your reader’s attention with a powerful opening.
5. Put your own personality into the words you write.
6. Don’t undermine our integrity by being too pushy or hard-sell.
7. Write as if you were speaking.
8. Beware of language that fails to express passion by being boring and flat.
10. Think about to whom you’re writing.

Tone of Voice
PRINCIPLES

Putting our Brand into our Words
Communicating **Understanding**
- Use clear, everyday language, thinking about the needs of our readers.
- Write as if we were speaking.
- Avoid the use of jargon and acronyms that confuse.
- Think carefully about making our words as easy to follow as possible.
- Anticipate the questions and concerns of our audience.

Communicating **Integrity**
- Take an honest approach that doesn’t rely on exaggeration.
- Prove and demonstrate, don’t just make a claim. Actions speak louder than words.
- Back up what we promise with a commitment that shows we stand behind what we say.
- Be authoritative without being boastful or off-putting.
- Never slam our competition, even when we know we’re better.

Communicating **Passion**
- Engage the reader’s attention with writing that reads as if spoken.
- Talk in a direct way, using personal pronouns instead of the corporate persona.
- Use a high proportion of verbs, and use active over passive forms.
- Choose adjectives with real meaning, or don’t use them at all.