

## By content type

| Content type     | User type  | Goal  | Tone   |
|------------------|--|---|--|
| Guide            | Prospect, customer<br><br>Novice, intermediate           | To educate  | Keep it simple, clear and concise. Avoid niche terms and stay empathetic.  |
| Insights article | Prospect, customer, industry<br><br>Novice, intermediate | To educate and empower.                               | Keep it simple, clear and concise. Keep it customer-focused. Avoid over-simplifying.   |
| Case study       | Prospect, customer<br><br>Intermediate, manager          | Customer storytelling, success stories for sales use. | Button up a bit, but stay personable. Dial up "smart" and "sophisticated."   |
| Email            | Prospect, customer<br><br>All                            | To communicate.                                       | Be personable and friendly - write 1:1.  |
| Web copy         | Prospect, customer, industry<br><br>All                  | To differentiate.                                     | Keep it simple, clear and concise. Button up a bit, but stay personable. Brand first, product second. Solutions over features. |

# Editorial Style Guide

**Yi-Tong Ma**



## **Editorial Style Guide:**

## Embracing the Beat of Appearance: An Emotional Symphony within **Editorial Style Guide**

In a world consumed by monitors and the ceaseless chatter of fast conversation, the melodic splendor and psychological symphony created by the written word frequently disappear in to the background, eclipsed by the relentless sound and interruptions that permeate our lives. Nevertheless, located within the pages of **Editorial Style Guide** an enchanting literary prize brimming with natural thoughts, lies an immersive symphony waiting to be embraced. Constructed by a wonderful composer of language, this interesting masterpiece conducts viewers on an emotional journey, skillfully unraveling the hidden melodies and profound affect resonating within each carefully constructed phrase. Within the depths of this poignant analysis, we can discover the book is key harmonies, analyze their enthralling writing fashion, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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