Here's a glimpse (a shortened version) of the Style Guide for Akaike Technologies.

This guide covers:

- **Voice & tone**
- **Capitalization**
- **The what-to of specific content blocks like use cases and emails**

Voice

At Akaike, we walk in our customers' shoes, and we know AI technology is a minefield of confusing terminology. That's why we speak like the experienced and compassionate business partner we wish we'd had way back when.

We treat every hopeful brand seriously. We want to educate people without patronizing or confusing them.

Using a conversational voice, we play with language to bring joy to their work. We prefer the subtle over the noisy, the wry over the farcical. We take ourselves seriously, but not to the point where we are rigid.

Whether people know what they need from us or don't know the first thing about marketing, every word we say informs and encourages. We impart our expertise with clarity and empathy, and at times with wit.

Our voice hinges on crisp simplicity. Bigger ideas and fewer words. Less head, more heart.

Our **voice is:**

- **Warm** —We're natural. Less formal, more grounded in real, everyday conversations. Occasionally, we're fun.
- **Crisp and clear**—We're to the point. We write for scanning first, reading second. We make it *simple* above all.
- **Ready to lend a hand**—We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

Tone

When you're writing, consider the reader's state of mind. Once you have an idea of their emotional state, you can adjust your tone accordingly.

Voice and tone adjustment also depends on the content channel. For example, if you are writing banner copy, you can infuse fun and humor to pen your message.

In case of a use case, your voice becomes warm, purposeful but passive and informative.

Customer-centric

Talking to our customers in a way that's warm, clear and helpful makes the user feel empowered – like they can do more by themselves.

Style tips

A few key elements to keep in mind:

- **What's your point?** Start with the key takeaway. Put the most important thing in the most noticeable spot. Make choices and next steps obvious. Give people just enough information to make decisions confidently. Don't get in the way.
- **Are you human?** Choose optimistic, conversational language. Use short everyday words, contractions, and sentence-style capitalization. Shun jargon and acronyms. And never miss an opportunity to find a better word. Above all, sound like a person – not a robot.
- **Say what?** Everyone likes clarity and getting to the point. Break it up. Step it out. Layer. Short sentences and fragments are easier to scan and read. Take out every excess word.

Remember,

Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.

Capitalization

Mixed capitalization: At Akaike, we use a **mix of title case and sentence case** to capitalize our headings and its levels.

In title case capitalization, all words are capitalized except for minor words (typically articles, short prepositions, and some conjunctions) unless they are the first or last word of the title.

In sentence-style capitalization, you **capitalize** only the **first word of a sentence or phrase and proper nouns**, with the rest of the words in lowercase.

In title case**, major words** are capitalized, and most **minor words** are lowercase. In sentence case, most major and minor words are lowercase (proper nouns are an exception in that they are always capitalized).

- **Major words:** Nouns, verbs (including linking verbs), adjectives, adverbs, pronouns, and all words of four letters or more are considered major words.
- **Minor words:** Short (i.e., three letters or fewer) conjunctions, short prepositions, and all articles are considered minor words.

Use Cases & Success Stories

When we write about a *capability* that can be deployed to a customer, we call it a *use case.*

When we write about a business challenge, our delivered solution, and how it benefitted the customer – it transforms into a *success story.*

At Akaike, we write both.

Voice and Tone:

 Both use cases and success stories are written in a passive voice. The use case narrative employs a **third-person** singular and plural approach.

For example, we say, *they wanted an AI solution that was fast and effective.*

They, here is the customer.

Dos

Use they, their

Akaike's

Don'ts

Avoid I, We, He, She

Construct

A success story is built of 3 blocks.

Problem/Challenge
Solution
Benefits

To that, we add industry trends, client bio, and our boilerplate and USP.

A use case consists of:

Problem/Challenge
Solution
Deep dive into industry trends

We introduce and elucidate on our products and capabilities and end with our boilerplate.

Text Input

Our use cases and success stories follow a two-page format. To make sure that we don't get carried away, we use a text input document which helps us to stick to the right text length – without compromising on the quality of the copy.

You will find the text input doc here:
https://drive.google.com/drive/my-drive

Emails

Great emails are personalized, have a definite call to action and rewards the receiver in some way or the other. Emails written to customers are sent with the objective of retaining, acquiring and informing them.

A good email has the following attributes:

- Killer **subject line**: An impactful subject line is half the battle won.

  Length: Research shows that short subject lines—between **6 and 10** words—had the best open rate. This is likely because most people spend time reading emails on their mobile devices.

  Word choice: Use **action verbs** in your subject line.

- **Preview text**: When it comes to email copywriting, your preview text is a lot like a Tweet before Twitter increased the character
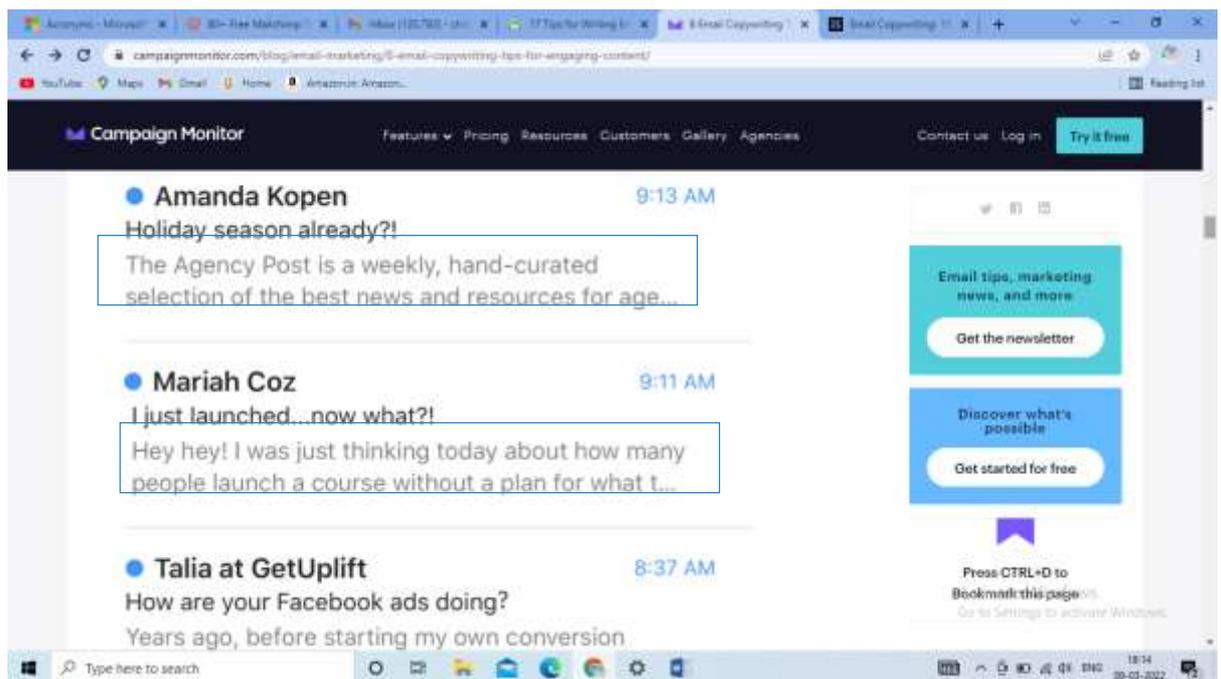
- **Be personal. Write in the second person voice.** Pretend you're talking directly to one friend or one customer. Let them know about the exciting stuff you want to tell them and explain what you want them to do.

  Keep it conversational.

Keeping in line with the conversational tone, use the words *you* and *your* (second person voice) quite a bit as you go about your email copywriting. This will let your readers know that the email is about them.

- Write in **active voice.** Employ **actionable** language that encourages the reader to take action.

  Example: *Shoot us an email to let us know how we're doing!*

- **Reward** your readers by using the principle of reciprocity. By including an ebook, use case, free trail/demo and the like, you motivate the receiver to return the favor.

- Include a **single** and **simple call-to-action.**

- Keep it **simple.** Get right to the point.

  Ensure the paragraphs are short and include one idea per paragraph.

- Focus on **offer/solution benefits**, rather than on the features.

- **Cut down on jargon.** Highlight **painpoints** instead.

Power & sensory words

Power words tend to have strong meanings. They nudge people to take action—to download your report, to contact you for a quote, or to implement your advice.

New, free, imagine, instant, because, you, how to *are* power words.

To make an impact, brands like Apple have redefined these set of words and used it creatively. Here's how Apple uses new in its copy.

all-new

reimagined from the ground up

re-invented from the inside out

Reinvent ways to use the power words.

Sensory words

Sensory words describe how we experience the world:

1. Words related to *sight* indicate colors, shape, or appearance

2. Words related to *touch* describe textures; you can use them to describe feelings and abstract concepts

3. Words related to *hearing* describe sounds

4. *Taste and smell* are closely related

5. *Motion* is sensory, too. By using active words or describing movement, you help your readers experience your words

Example:

This car is really fast.

Say it with sensory words: With this car, you'll zoom right past traffic in the blink of an eye.

How to use sensory words?

- **Infuse sensory words to arouse curiosity**
- **Use day to day events or experiences**
- **Future pace using feelings, feel of the product /software**

  Example: *Once the package arrives and you slide your portable charger out of the box, you'll immediately notice how heavy this portable charger is. It will assure you right away that this is a sturdy product built to last.*

- **Apply new words regularly**
- **Create swipe files with the best copy for inspiration**

Numerals

Take advantage of the power of numerals.

- Write numbers as digits (e.g., 7) rather than words (seven) because digits stand out more

- If your blog post has a number of tips, consider using a digit in your headline—list posts tend to be popular

- When writing sales copy, consider which facts you can share about your product, your service or your experience

- Include digits in your emails to be persuasive