

myWorth
Copy Style Guide
Internal
June 2019

PURPOSE

The purpose of this copy style guide is to streamline the internal team's copy efforts on all consumer-facing marketing materials, including myWorth's website, social media channels, print collateral, and decks. It will bring clarity to myWorth's verbal personality, how the brand speaks to and interacts with its audience, and the "role" myWorth plays within its community.

SUMMARY

I. Business Strategy Overview

- Our Mission
- Value Propositions

II. Brand Positioning

III. Brand Identity

- Personality traits
- Tone of voice qualities
- Brand copy muse(s)
- Words and Phrases to Avoid
- Rules of Thumb
- See It In Action

IV: Editorial

- Choosing a Point of View
 - Grammar & Punctuation
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I. BUSINESS STRATEGY OVERVIEW

Our Mission

myWorth is a community inspiring women to take control of their money by breaking down emotional, behavioral and societal barriers to strong financial foundations.

Tagline

Clear financial guidance for women on a mission.

Our Value Propositions

What does myWorth offer that's different from competitors in the market?

- 1. We focus on readers' underlying financial foundation.*
myWorth offers unbiased, accessible resources for women to build their financial knowledge from the ground up. Whether they're maximizing yearly contributions to a 401k or just beginning to pay down debt, myWorth meets women where they're at.
 - 2. We offer readers a personalized experience.*
Every day, we're served content claiming to diagnose and solve our problems (we're looking at you, Thought Catalog). myWorth offers a perspective that's refreshingly real, accessible to women of all backgrounds and experiences, and most importantly, personalized to each woman's particular moment in life.

(We will be able to provide a unique experience to each visitor, making every visitor feel unique, understood, and like myWorth really has their back.)
 - 3. We foster a community that cares, not just one-way advice.*
myWorth provides women with a strong network and a safe space to get real about financial wellness with women who can relate, and those who have overcome. There are no wrong questions. There are no ugly questions.
 - 4. We intimately understand how emotions are tied to finances.*
myWorth understands that emotions are tied to financial decision-making and provides women with insight to recognize and 'unlearn' negative financial conditioning.
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II. BRAND POSITIONING

Separate from its mission or values, myWorth's positioning describes what emotional concept it stands for as a brand. For example, Nike stands for performance, not shoes.

myWorth stands for financial wellness as a vital aspect of total well-being. Other key aspects of well-being that myWorth considers part of their holistic approach to total women's wellness include:

- Spiritual Wellness (mindfulness, manifestations and mantras)
 - Emotional Wellness (mindset, emotional recognition and behavior tied to emotions)
 - Physical Wellness (exercise and diet)
 - Social Wellness (community and family)
 - Mental Wellness (self-talk, habits, past experiences)
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III. BRAND IDENTITY

Personality Traits: Who We Are

Confident

- Level-Headed
- Calm
- Self-Assured

Helpful

- Invested
- Practical
- Pointed

Honest

- Trustworthy
- Unapologetic
- Real

Accessible

- Reliable
- Uncomplicated
- Relatable

Personality Traits: Who We're Not

- Traditionally Feminine
- Your Financial Cheerleaders
- Judgemental
- Holier Than Thou
- Irrational or Unrealistic
- Boring
- Unsure of Ourselves
- Condescending

Tone of Voice: Describes the mood or attitude our copy conveys

- Candid
- Clever/Witty
- Light-Hearted
- Vulnerable
- Courageous
- Delightful
- Amusing

Language: Describes the words we use and our sentence structure

- Clear
- Accessible
- Unsugarcoated
- Straightforward
- Uncomplicated
- Intentional

Purpose

- Ownership
- Realness
- Progress
- Inspiration
- Confidence
- Action

Brand Copy Muses

Parsley Health

“Each neighborhood in LA has more healthy restaurants than you could try in a year, so one of our health coaches narrowed it down to our top 10. Check out where you can find everything from the best poke bowl to tacos and ‘booch on tap.”

Source: <https://www.facebook.com/parsleyhealth/posts/2253187391613593>

“You know you’re growing up when online shopping isn’t just for clothes, but now your cart includes supplements 😊 Our new online store just launched so shopping for supplements can still feel like retail therapy (not to mention real life therapy, because they’re going to make you feel amazing).”

Source: <https://www.instagram.com/p/ByVmUxwIjQo/>

Well + Good

“I resigned myself to having perpetually meh hair until I met this cleansing mask.”

Source: <https://www.facebook.com/iamwellandgood/posts/10157279364704694>

“The 4-Step Guide to Becoming a Morning Person in 3 Weeks Flat. No steps require an IV drip of coffee.”

Source: <https://www.facebook.com/iamwellandgood/posts/10157277833074694>

Other Notable Brands

- [Hers](#)
- [Everlane](#)
- [Maven](#)
- [The Wing](#)
- [Refinery29](#)
- [Mind Body Green](#)

Rules of Thumb

1. Don't over-complicate things. Be succinct, but not dry.
2. Respect that your audience is capable and hungry for knowledge, but not needy.
3. Do not *tell* them what they "need" or what they "should" do. *Show* them an example of your advice in action.
4. Be relatable, but not self-deprecating.
5. Add context. Small details help paint a picture and draw the reader in.
6. Be optimistic, forward-thinking, and inspiring.
7. Avoid offering vague situations, circumstances or advice. Personalize advice by being detail-oriented.
8. Active voice > Passive voice

Words and Phrases to Avoid

- Girl power
- Badass
- Babe, Chick, Girl Boss
- You should
- Women need
- Many women
- Most women
- Clueless
- Need to know
- Slang such as "wanna" or "kinda"

See It In Action

Current Headline: "How I Got Out of Debt"

Revised Headline: "How I Paid \$100K in Debt in 24 Months Without Living Like a Hermit"

Current Headline: "4 Things Your Financial To Do List Should Include"

Revised Headline: "We're Moving These 4 Budgeting Goals to the Top of Our To Do List"

Current Headline: "New Beginnings: Live Life in Full Bloom"

Revised Headline: "New Beginnings: Our CEO on Rebuilding and Coming Back Stronger"

Mock Ads

Example Ad 1:

discover your worth

myWorth understands that life can be messy, and so can managing finances. Like you, we're not ones to back down from a challenge. And hey, it's not rocket science (although our parents would be proud).

Example Ad 2:

Your uncle says real estate is a safe bet, but your best friend swears by solar energy

Investing. Flipping a coin might save some time, but we'd rather save the headache.

discover your worth.

#myWorthFinance

Social Media

Example Caption 1:

Rewarding yourself with a splurge you can't afford is not a reward, it's a setback. Be real with yourself when it comes to rewards, and make sure they don't come at the expense of your financial goals. Basically, what we're saying is, dessert > designer handbag. 🍌

Example Caption 2:

'Tis the season for cleansing, but this one won't leave you binging on potato chips. Head to our #linkinbio for this month's #MoneyCleanse, no juicer required.

IV: Editorial

Choosing a Point of View

First Person:

Everything we see, hear and experience in the article will come to us through the first-person narrator, using I, Me and My as pronouns, or We as first-person plural.

Usage:

- If you want to write the entire story in individual, quirky language.
- If you want your POV character to indulge in lengthy ruminations.
- If you want your reader to feel high identification with your POV character.

Example:

I really wanted to get a handle on my finances, so I signed up for a personal finance course with a friend.

We needed to address our budget issues, and fast.

Second Person:

This POV is used to address the audience directly, using pronouns You, Your and Yours. It's most often used in advertising and slogans, and allows the reader to experience the story as if it's their own.

Usage:

- If you want the reader to experience the story as if it's their own.

Example:

You're late. Heart pounding, you race up the stairs as the train enters the station. You weave around the slow-moving people milling on the platform and dash towards the train, throwing your body through the doorway with only a moment to spare.

Third Person:

This POV is used to describe the actions of another character from an outside perspective, using pronouns He, She, It and They.

Usage:

- If you want to describe your character from the outside as well as give her thoughts, choose either close or distant third person.
- If you want to intersperse the author's opinions with the character's.

Example:

She had a firm grasp of healthy financial habits and felt confident in her abilities.

Content Series POV

For What It's Worth

Ebooks and other long-form content that speaks directly to "actionable advice".

POV: Second Person

Storied

Slice of life. Snapshot of a moment in time.

POV: Third Person

FavFails

Stories from successful women who went through humbling experiences.

POV: First Person

Letter from Ande

Letter from the editor introducing the theme of that month's "issue" through her lens

POV: First Person

Hot Qs

Questions taken from the audience, answered in a long-form post.

POV: Second Person

myNews

Speaking engagement, press announcements, website changes, public events, new "themes" we will be introducing. Summary of happenings.

POV: Third Person

TheBreakdown

Topical financial terms in a listicle format that is relevant to our monthly themes

POV: Third Person

myHacks

We decide every month a commonly shared story and solution

POV: Second Person if sharing generalized advice or Third Person if telling a specific story about an individual

Grammar & Punctuation

Article Titles

- Capitalize every word in an article title except for articles (to, the, a, an, etc.)
- Use an ampersand in place of “and” in an article title
- Use colons instead of dashes to introduce a related idea after a sentence
 - Example: “Life After Divorce: How I Learned to Thrive”
- 65 characters, maximum

Byline & About the Author

- Bylines will include author’s full name, followed by title
 - Example: Jane Doe, Director of Operations at Wimze Digital
- Author bio character count to be 230 characters maximum

Commas

- Incorporate the Oxford comma in a series of three or more
 - Example: “I like chocolate ice cream, cupcakes, and sprinkles.”
- Use commas to join two independent clauses
 - “I spent all week putting my budget together, and I blew my whole budget on one shopping trip.”
- Use commas with two coordinating adjectives
 - Example: “I like cute, fuzzy kittens.”

Money & Figures:

- The following are the correct ways to deal with money:
 - \$5
 - 31 cents
 - \$3,179
 - \$1 million instead of \$1,000,000.
 - \$1.5 million instead of \$1,500,000.
- Spell out numbers below 10, and use numbers to represent those above 10
- Don’t use a figure when a number starts a sentence, no matter what the number is

Other Punctuation

- Use exclamation points sparingly, if at all
- Run everything through Grammarly spell-checker tool
- Never abbreviate days of the week
- Abbreviate months longer than five letters
- When in doubt, consult [AP Style Guide](#)