

## How we sound

We're a friendly bunch, primarily made up of young professionals and recent graduates. When we write, we want that to come across, because that's who our audience is. On the other hand, we're a sophisticated edtech service that holds our customers' most sensitive data. We also deal with publishers and professors, and need them to have the utmost confidence in us. All without sounding too cold, distant or corporate. Or, on the other extreme, too juvenile, matey or amateurish.

In a nutshell, we need to sound:

- **human.** Not like robots behind a keyboard.
- **relatable.** We've been in the same position as students, so we get it.
- **relaxed.** At ease with ourselves.
- **like young professionals.** So we can appeal to students and CEOs.

But we definitely don't want to sound:

- **corporate.** Like we care more about the numbers than the experience.
- **exclusive.** We serve the interests of all our customer types, not just the most high-powered.
- **childish.** We're young, but we know our stuff.
- **patronising.** We don't talk down to our audience.
- **jargony.** Readers should be Googling words in the textbooks, not our copy.

**A few examples:**

**Too casual**

*Recognise these? That's because they're kind of a big deal. Get their tricks of the trade, today.*

**Too corporate**

*Discover how successful entrepreneurs, inspirational role models and resilient communities are navigating the new landscape of work.*

**Just right**

*It's amazing what you can learn from high-profile entrepreneurs, communities and role models. Read up on their unique paths to the top.*

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**Too casual**

*Humble brag: we have the top publishers on our books. So we always have exactly what you need.*

**Too corporate**

*We work directly with the best educational publishers to offer readers the latest books in their field.*

**Just right**

*We only work with the publishers you know and respect. That way, we always have the best books in your field.*

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**Too casual**

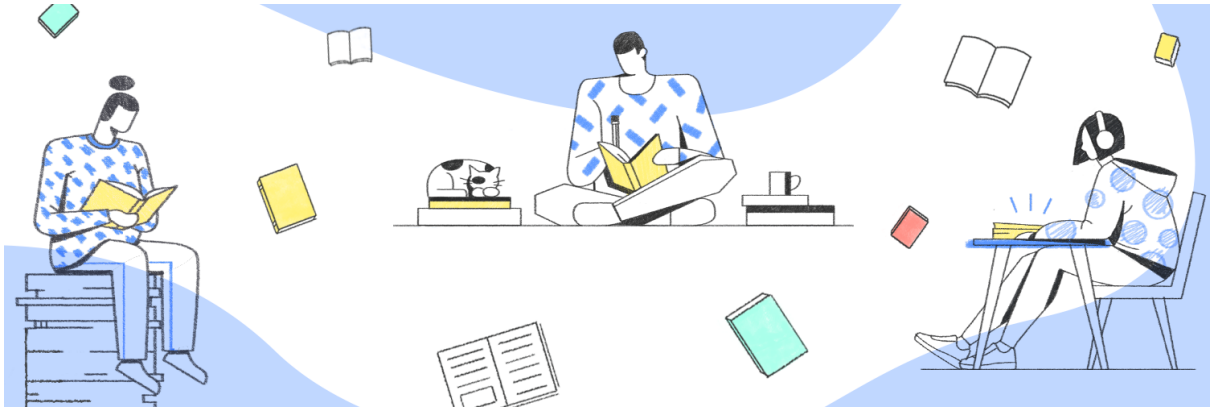
*£400 a year spent on textbooks? Er, no. Stick with us and you can get over 200,000 e-Textbooks for £12.00 We know, right?*

**Too corporate**

*Figures published by the National Union of Students (NUS) confirm that people in higher education spend up to £400 a year on reading materials. Perlego, however, carries over 200,000 e-Textbooks from just £12.00 per month.*

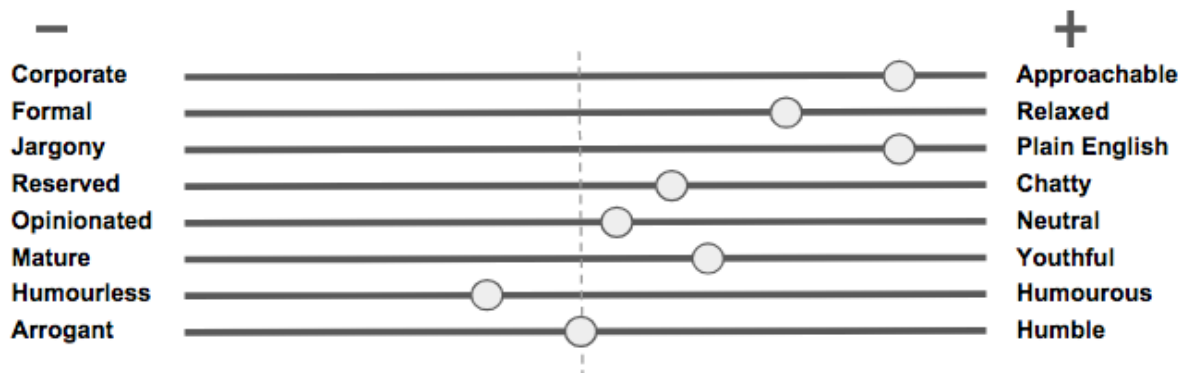
**Just right**

*The average student spends over £400 a year on textbooks. Ouch. But it doesn't have to be this way... With us, you can access over 200,000 e-Textbooks for less than the price of one. Pretty smart.*



## The tone scale

So, here's the thing. Quite often, tone of voice can be subjective. What's warm and friendly to one person is OTT and annoying to another. Or, vice versa. A clear, informative sentence can seem too formal to someone else. So it's always useful to refer to the tone of voice scale. Does this sentence feel like a 7 for chattiness? What about the humour? Perhaps we should tone it down to a less-distracting 4. Sticking to this scale keeps us all on the same page.



## Chatty tone hacks

If ever you need to warm up a sentence and make it sound more human, the micro sentence is an incredibly useful tool. It reads just like normal speech, and keeps the copy short. For example:

### Add conversational touches.

It's pretty simple really. Fancy a chat? It's only fair. Any questions?

### Use occasional micro sentences.

Like this. So simple. At last. No pressure.

### Throw in one-word expressions.

Yep. Sorted. Clever.