

Writing for HubSpot Academy



**What is a brand,
and why is
it important?**





A lot of factors
comprise your identity.

Brand

The identity of a company that people recognize based on an emotional and psychological connection as well as factual information



Credibility and Trust

By presenting your company in a consistent, authentic manner, you'll build credibility and win your audience's trust.

68%

68% of B2B marketers claim they've built credibility with their audience through content marketing.

When you're being
consistent with
who you are and what
you believe in,
you're being **authentic**.





How you act can change, but **who** you are remains untouched.

23%

When a company's brand is presented consistently, revenue increases by **23%**.

80%

80% of people say authenticity of content is the most influential factor when they're deciding to follow a brand.

**How do style,
voice, and tone
support your
company's brand?**



You're a loyal customer of WriteSpot.



Email

You're subscribed
to WriteSpot's
email list.

You're a loyal customer of WriteSpot.



Email

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Blog

You read WriteSpot's blog.

You're a loyal customer of WriteSpot.



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You're subscribed to WriteSpot's email list.



Blog

You read WriteSpot's blog.



Investment

You feel comfortable investing money into WriteSpot's product.

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Trust

You trust them. Everything you read looks and sounds authentically like WriteSpot.

An Email From WriteSpot



WriteSpot is conversational,
but this email is formal.

An Email From WriteSpot



WriteSpot is conversational,
but this email is formal.



WriteSpot is friendly, but
this email sounds distant.

An Email From WriteSpot



WriteSpot is conversational,
but this email is formal.



WriteSpot is friendly, but
this email sounds distant.



WriteSpot is helpful, but this
email doesn't make sense.

Without brand
consistency, your
company won't be seen as
authentic or trustworthy.

59%

59% of people say that authenticity of content is the number one way to create a following for a company's brand.

83%

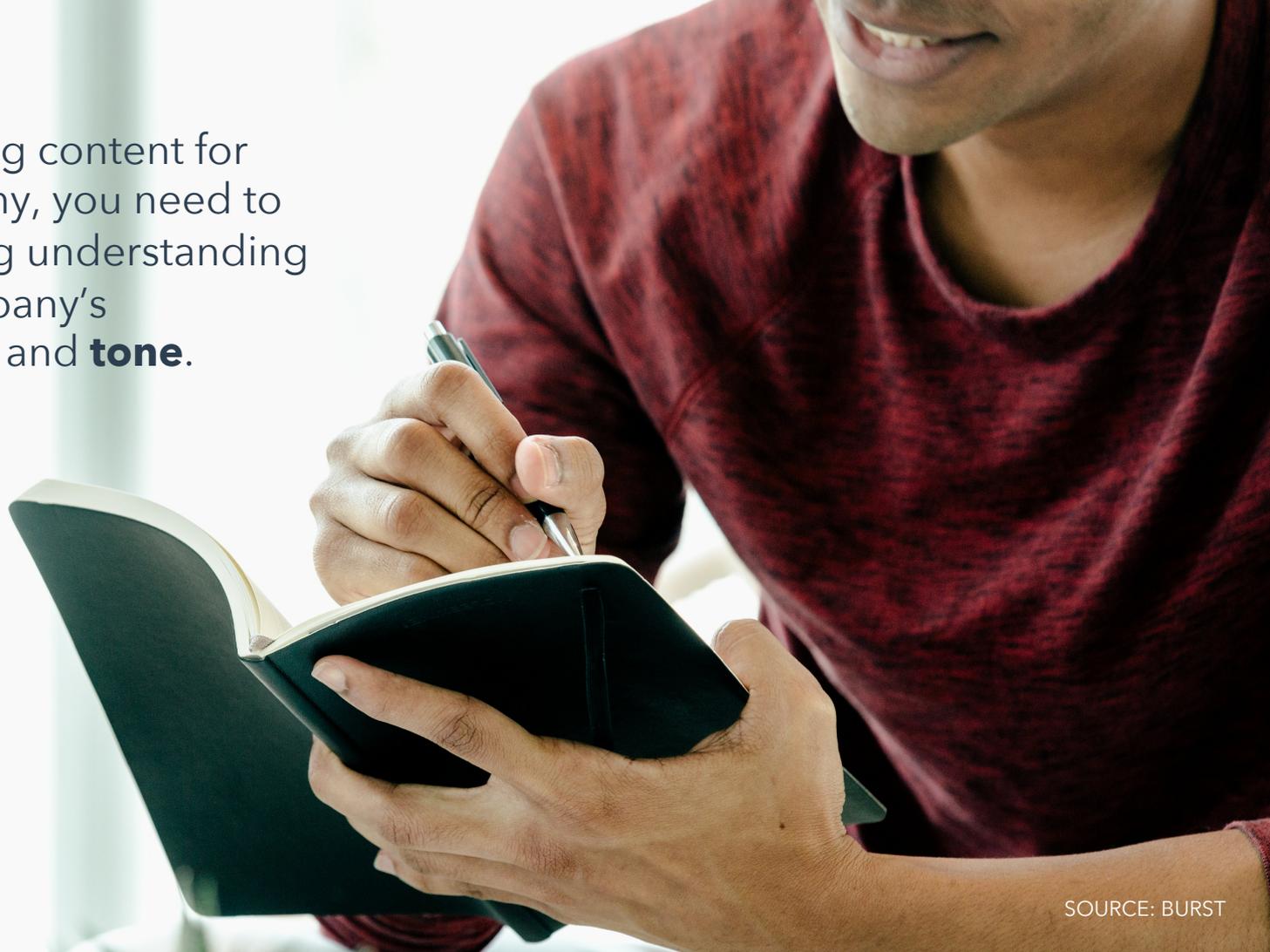
83% of people agree that that their trust in a company's brand would be negatively affected if they found out the company's content wasn't actually written by the company.



Using editorial resources like a style guide and having an editor review all content for consistency are great ways to bring in new voices without sacrificing your company's brand.

How do I create content
that aligns with my
company's brand?

Before writing content for your company, you need to have a strong understanding of your company's **style, voice, and tone.**



Style, Voice, and Tone

Style

The way you use
grammar, punctuation,
and syntax

Influenced by how
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The personality that's reflected in your writing

The words you choose, how you communicate information, and how you make a reader feel

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Tone

The approach you take that's appropriate for the context of your content

Encompasses the audience emotions that need to be accounted for and the resulting approach you must take

Pro Tip:

Think about style, voice, and tone in terms of what stays the same and what changes.

Blog post copy example:

Sentence one:

“Welcome! There’s a lot for you to be excited about. Let’s walk through this update.”

Blog post copy example:

Sentence one:

“Welcome! There’s a lot for you to be excited about. Let’s walk through this update.”

Sentence two:

“Before getting started with this process, log in to your HubSpot account and click **Contacts** and then **Lists**. Now let’s build a list.”

Exploring the writing style for HubSpot Academy



At the core of our
content is **writing.**

Style

The way you use grammar, punctuation, and syntax

Style: All in the Details

HubSpot Written Style Guide

The single source of truth for all HubSpot content

Governs the writing style for any kind of HubSpot content

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HubSpot Academy Editorial Style Guide

An extension of the HubSpot Written Style Guide

Governs the writing style for HubSpot Academy content

Inconsistencies in style
can negatively impact
people's **trust** in HubSpot
Academy.

Editorial Style Guide best practices:

- ✓ Use the active voice.

Use the active voice.

Instead of this:

"An account was opened by the customer."

Write this:

"The customer opened an account."

Editorial Style Guide best practices:

- ✓ Use the active voice.
- ✓ When needed, end a sentence with a preposition.

When needed, end a sentence with a preposition.

Instead of this:

"They're the person for which you're editing."

Write this:

"They're the person you're editing for."

Editorial Style Guide best practices:

- ✓ Use the active voice.
- ✓ When needed, end a sentence with a preposition.
- ✓ Use exclamation marks sparingly.

When needed, end a sentence with a preposition.

Instead of this:

“Congratulations on creating your first report in HubSpot!”

Write this:

“Congratulations! You created your first report in HubSpot.”

Things to avoid:

- ✓ Don't use unnecessary prepositions.

DON'T use unnecessary prepositions.

Instead of this:

"You can type out this paper."

Write this:

"You can type this paper."

Things to avoid:

- ✓ Don't use unnecessary prepositions.
- ✓ Don't use "there are" sentences.

DON'T use "there are" sentences.

Instead of this:

"There are five sections in my essay."

Write this:

"My essay has five sections."

Things to avoid:

- ✓ Don't use unnecessary prepositions.
- ✓ Don't use "there are" sentences.
- ✓ Don't make assumptions.

DON'T make assumptions.

Instead of this:

"Simply log in to your HubSpot account."

Write this:

"Log in to your HubSpot account."

Exploring the writing voice for HubSpot Academy



Voice

The personality that's reflected in your writing

The HubSpot Academy
voice is an **extension** of
the HubSpot voice.

The HubSpot voice:

- Clear
- Humble
- Human
- Kind

The HubSpot Academy voice:

- Helpful
- Knowledgeable
- Empathetic
- Friendly

Voice elements in pairs:

- Clear and helpful
- Humble and knowledgeable
- Human and empathetic
- Kind and friendly



Clear and helpful

Use clear, direct language in your writing. Avoid jargon or buzzwords that aren't easily understood by all audiences. Stick to short words, sentences, and paragraphs.

Tips for a clear and helpful voice:

- ✓ Don't use a lot of acronyms.

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- ✓ Avoid jargon.

Tips for a clear and helpful voice:

- ✓ Don't use a lot of acronyms.
- ✓ Avoid jargon.
- ✓ Deliver your main point fast.

Deliver your main point fast.

Instead of this:

“Utilize HubSpot’s blogging tool to convey information regarding the industry in which you work.”

Write this:

“Use your HubSpot blogging tool to share your industry’s best practices.”



Humble and knowledgeable

In your writing, never put the focus on yourself. It's all about your learner.

Focus entirely on the learner.

Instead of this:

“We’re thrilled to announce that HubSpot’s tools have been redesigned.”

Write this:

“Your HubSpot tools have a new look.”

Use language that
empowers the learner.

Empower the learner.

Instead of this:

“The workflows tool enables you to automate your activities.”

Write this:

“You can automate your activities using the workflows tool.”



Human and empathetic

In your writing, sound like an approachable and friendly human, not a machine. Take something that's new and intimidating to others—like software—and make it sound familiar and human.



When you're educating others, **empathize** with them. Remember that they're taking a step out of their comfort zone and learning something new. Make the learning outcome obvious, and deliver it in a **human, approachable** manner.

Be positive.

Instead of this:

“You have to learn this or else you’ll fail at your marketing job.”

Write this:

“With this new knowledge, you’ll find success with your marketing campaigns.”

Be realistic and accurate.

Instead of this:

“You’ll be the CTO of your company at the end of this training.”

Write this:

“After learning these technical skills, you’ll be able to use your software.”



Kind and friendly

View the learner as smart, talented, and worthy. Don't assume they're struggling or have ill intent. Instead, assume they want to expand their scope of knowledge, challenge themselves, and do right by others.

View the learner as smart, talented, and worthy.

Instead of this:

“Stop sending spammy emails, and start writing compelling copy.”

Write this:

“Send engaging emails by learning copy writing skills.”



Remember that you're writing for a **diverse and global** audience.
Use inclusive language so that **everyone** feels comfortable and welcome.

Writing for a global audience:

- ✓ Avoid idioms or expressions that don't make sense when they're translated (like "easy as pie").

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- ✓ Avoid using comparisons that only people from a specific region would understand (like comparing a task to making a sandwich).
- ✓ Avoid pop culture references that only make sense in some areas of the world (like references to your favorite television show or actor).

Creating content that will be translated:

- ✓ Write content with an eye towards the context it appears in.

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Creating content that will be translated:

- ✓ Write content with an eye towards the context it appears in.
- ✓ Stick with images that don't have words on them.

How do I balance
HubSpot's voice and
HubSpot Academy's
voice with **my own voice**?

Balancing voice:

- ✓ HubSpot voice

Balancing voice:

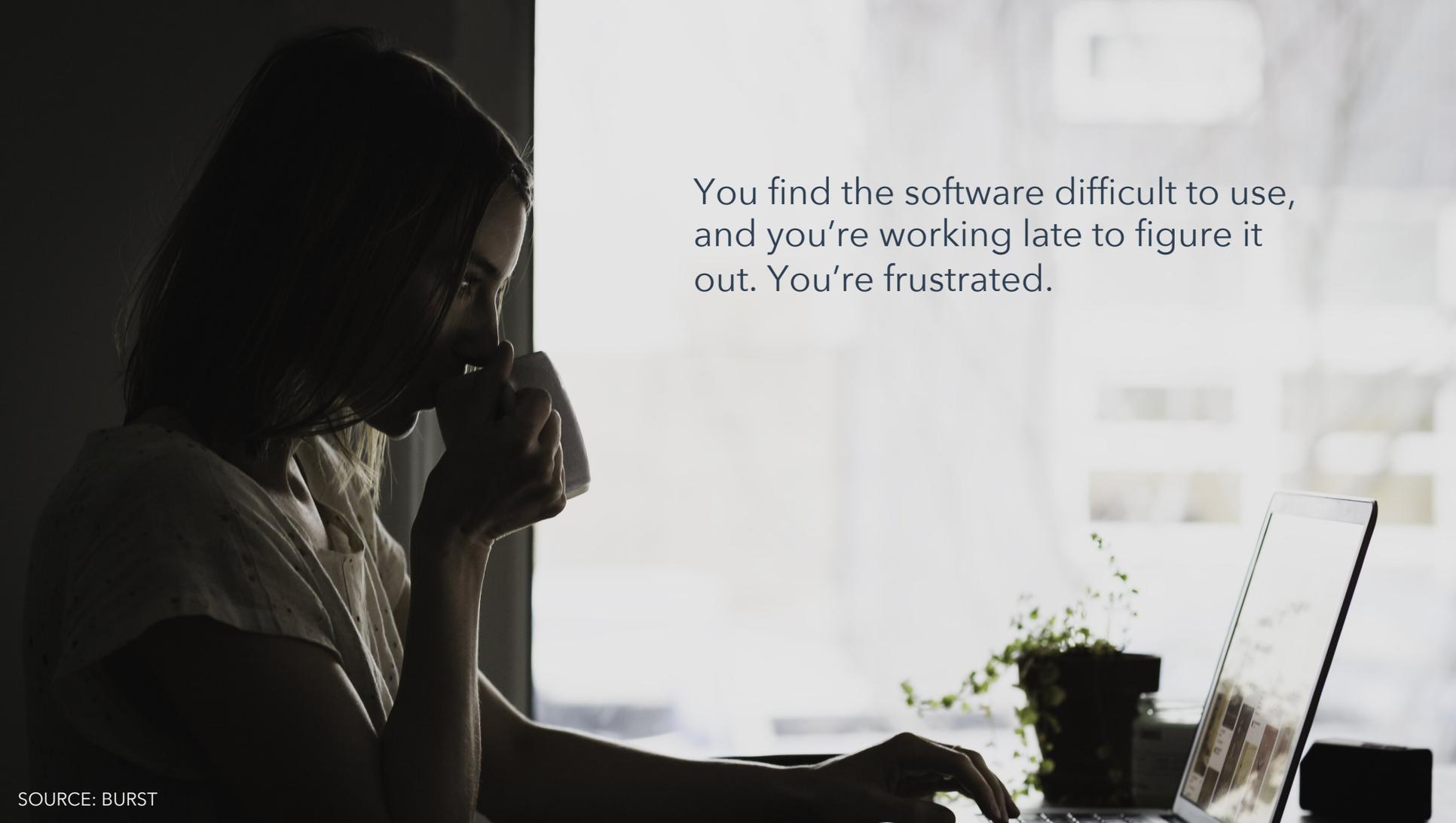
- ✓ HubSpot voice
- ✓ HubSpot Academy voice

Balancing voice:

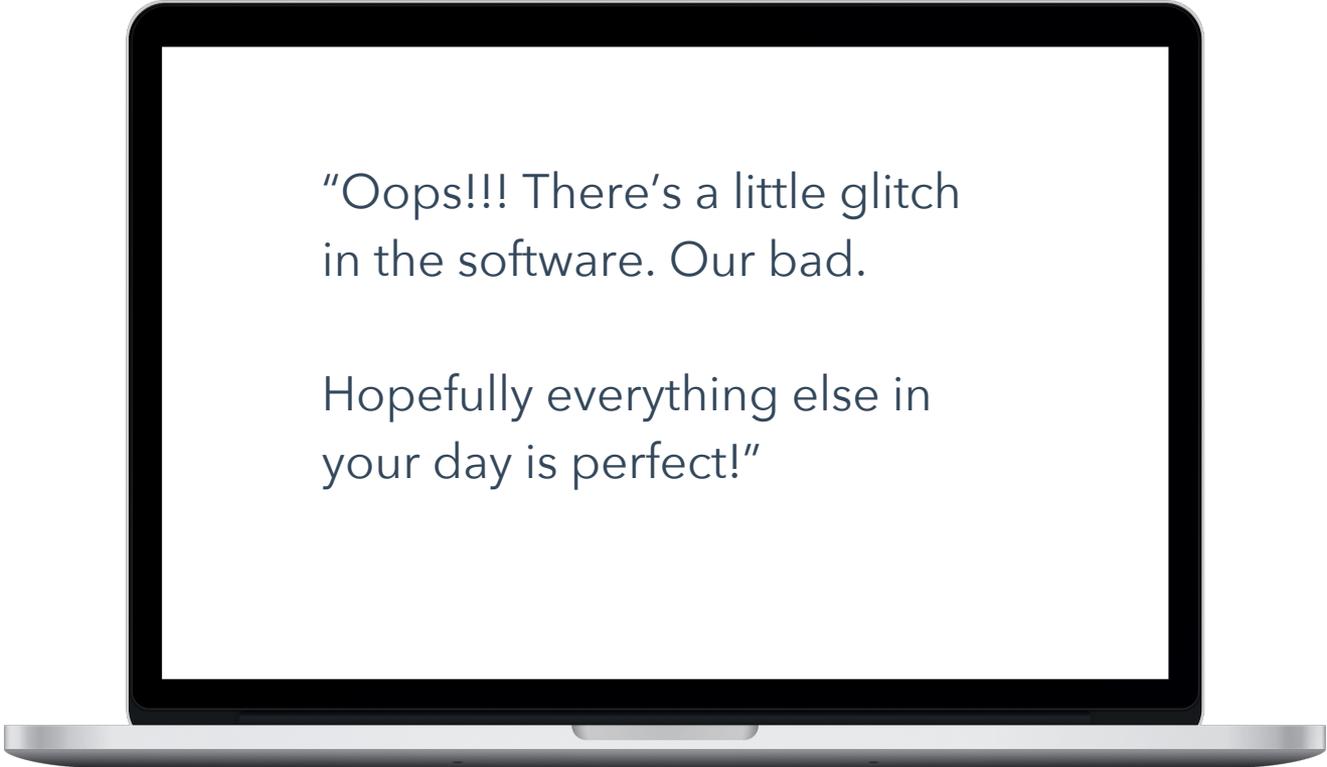
- ✓ HubSpot voice
- ✓ HubSpot Academy voice
- ✓ Your voice

Exploring the writing tone for HubSpot Academy



A woman with long hair is shown in profile, sitting at a desk in a dimly lit room. She is looking at a laptop screen, which displays a grid of images. Her right hand is raised to her chin, suggesting she is in deep thought or frustrated. The background is bright and out of focus, showing what appears to be a window with some papers or a bulletin board. A small potted plant is visible on the desk next to the laptop.

You find the software difficult to use,
and you're working late to figure it
out. You're frustrated.

A stylized illustration of a laptop with a black frame and a silver base. The screen is white and contains two paragraphs of text. The first paragraph is an apology for a software glitch, and the second paragraph expresses hope that the rest of the user's day is perfect.

“Oops!!! There’s a little glitch
in the software. Our bad.

Hopefully everything else in
your day is perfect!”

Tone

The approach you take that's appropriate for the context of your content

As a writer, don't think of yourself as setting the tone. That's what your **audience** does.

“I need to understand what the audience needs at this point in time so that I can frame things in the proper tone for their needs.”

BETH DUNN

Product Editor-in-Chief



Your tone will vary:

- Casual
- Direct
- Professional
- Instructional

Ask yourself:

- What's the purpose of this content?
- Who am I writing to, how do they feel, and what do they want to understand?
- Therefore, what tone should I use?



Always look at things from the **learner's** point of view.

“Congratulations! You
created your first contact.
May there be many more.”

“You may not know where to start. I’m here to teach you.”

If you're ever unsure of what tone to go with, think to yourself,
"What does the learner need?"





A consistent, authentic learning experience