

BRAND X

TONE OF VOICE

USING THIS GUIDE

The transformations clients undergo at Brand X are best perceived on an experiential level. In the words of Alberto Villoldo, "Frequently our most vivid and important experiences are the very ones that confound us in the telling...they are things that could only be known but not told."

This guide is our attempt to describe those very things – and to do so in a way that's inclusive, thoughtful and easily understood. It includes:

1. A brief background on our philosophy
2. A look at our target audiences
3. Key voice traits
4. Writing techniques
5. Phrases and terminology
6. Copy samples
7. Style guidelines



BRAND X

WHAT MAKES US UNIQUE

Brand X is a holistic, non-12-Step treatment center whose program is based on the four-part journey of the Medicine Wheel, adopted from indigenous South American traditions. This invites clients to shed limiting belief patterns, own their traumas, envision a life of purpose and joy, and bring that vision to fruition. It is a journey of empowerment.

Our program employs cutting-edge scientific research and rigorous clinical oversight. It includes a wide range of healing modalities that gracefully combine to create powerful synergy and life-changing breakthroughs.

We're highly communal: our clients retain their freedom and are treated as equals. Our deeply knowledgeable therapists teach from a place of oneness. Our vibe is intimate and staff and clients function as one, tight-knit family.

We don't believe addiction is a lifelong illness. We empower and support clients to change the way they view themselves and the world around them, and in the process, learn to live a life of self-determined wellbeing.



TARGET AUDIENCE

AWARENESS LEVELS

Generally speaking, clients of Brand X have a slightly higher awareness level. Many have been through other treatment programs before, with varying degrees of success. Because they're somewhat familiar with the treatment process, they have a good idea of what they're looking for.

However, different content pieces may be geared towards people at different stages of their recovery journey:

1. Those with no prior treatment experience
1. Those who have been to treatment before, but aren't familiar with holistic approaches
1. Those who have been to treatment before and regularly use holistic healing modalities



TARGET AUDIENCE

READY FOR REAL LIFE CHANGE

While each person's recovery journey is unique and all clients arrive at Brand X via a different path, they all have one thing in common: they're searching for something deeper.

They may not yet know exactly what it is, but they know there's an underlying issue that previous treatment programs haven't been able to address. Now, they're looking for something different than what they've already tried.

Because Brand X's treatment program works on such deep, vulnerable levels, and because clients are given freedom and autonomy far above what most rehabs offer, ideally clients will have some degree of readiness for change, and willingness to put in the work.





THE BRAND X VOICE

CORE VOICE TRAITS

Brand X's uniqueness is embodied via three main voice traits:

1. Inviting and Inclusive
2. Empowering Experts
3. Real and Relatable

These key qualities help us convey information effectively, and connect with readers in a way that resonates with them.

BINARIES

WHO WE ARE... AND AREN'T

Aim for a balanced tone that communicates the intuitive wisdom of the program, without coming off as inaccessible.

The Brand X voice is:

Encouraging...	but not salesy
Spiritually mature...	but human
Knowledgeable...	but not aloof
Aspirational...	but not ethereal
Affirming...	but not cheesy
Kind...	but not saccharine
Warm...	but not invasive



VOICE TRAIT 1

INVITING & INCLUSIVE

Recreate Brand X's loving family atmosphere in voice form.

Keep in mind that many people come to Brand X because of trauma, and aim to create a trauma-sensitive space with words. Rather than *pushing readers towards* something they may not be comfortable with, *welcome them into* our safe, inviting space.

DEFINING FEATURES

- Warm
- Genuine
- Respectful

WE WANT READERS TO FEEL:

- Seen and understood
- Validated
- Accepted for who they are



VOICE TRAIT 1

INVITING AND INCLUSIVE

TECHNIQUE

Frame sensitive issues as a universal human experience.

... because they are.

Use 'we' to show solidarity with the reader's experience rather than 'you' to pathologize them.

SAMPLE

When we hold negative beliefs about ourselves, these can show up as unconscious behaviors that we may find frustrating but difficult to change.



VOICE TRAIT 1

INVITING AND INCLUSIVE

TECHNIQUE

Offer affirmation.

Sprinkle in positive accolades to let the reader know their experience is totally normal, and so are they.

Use these in moderation so as not to cross into cheesy territory.

SAMPLE

You already have everything you need succeed – sometimes it just takes someone to point it out to you.



VOICE TRAIT 2

EMPOWERING EXPERTS

Brand X operates from a completely different paradigm than other rehabs. The journey clients embark on is one of empowerment, and they are supported by staff who serve as deeply knowledgeable guides.

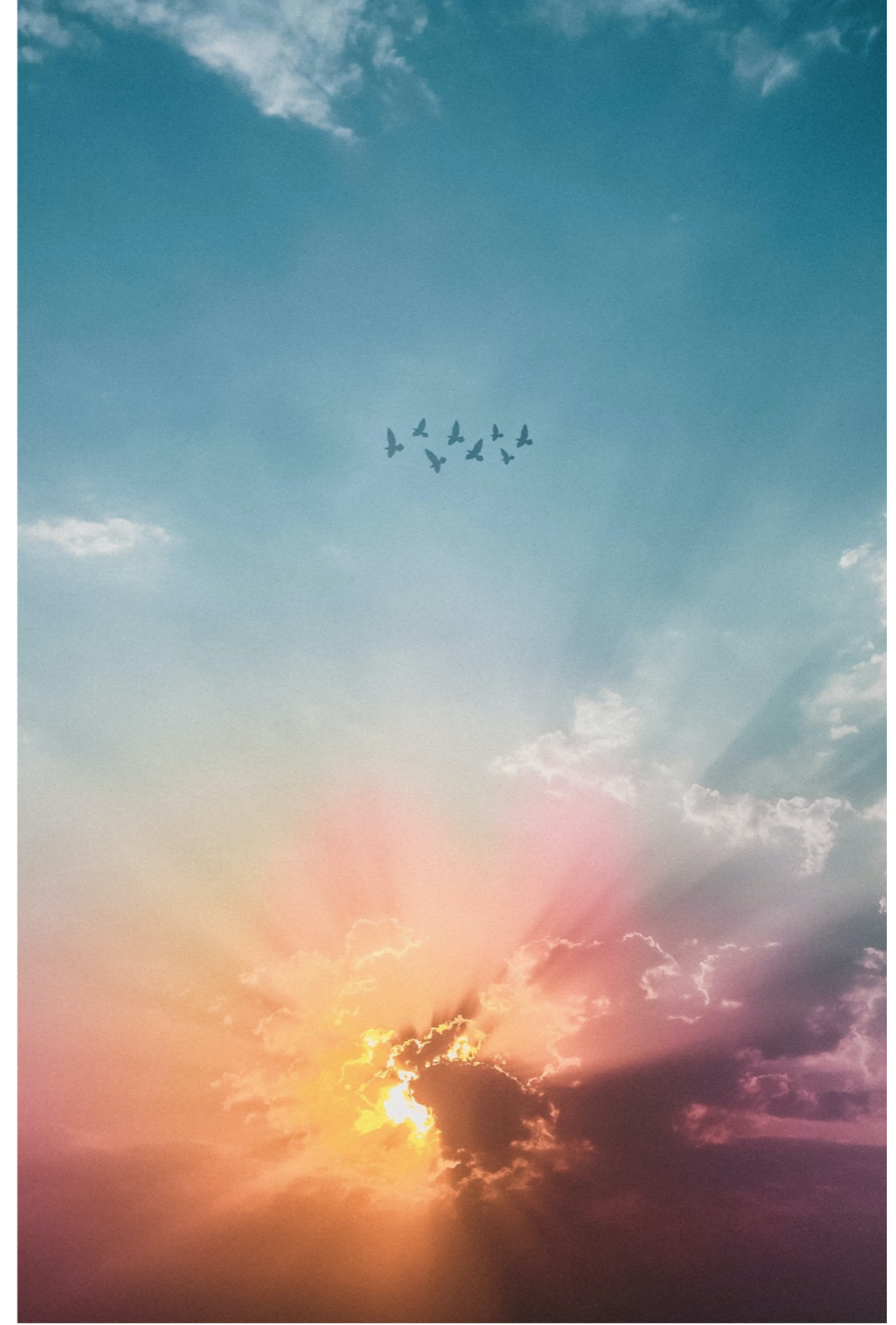
Discuss offerings in fresh, forward-thinking language that represents Brand X's innovative approach and makes readers feel emboldened, not pitied.

DEFINING FEATURES

- Aspirational
- Encouraging
- Positive

WE WANT READERS TO FEEL:

- Motivated
- Interested
- Bolstered



VOICE TRAIT 2

EMPOWERING EXPERTS

TECHNIQUE

Speak to readers' strengths.

Brand X's practitioners approach the guest's journey as a collaborative process. Embody this in copy by using empowering language, never labeling readers or portraying them as needy. Use encouraging framework that motivates readers and places the emphasis on self-development, not 'helping'.

EXAMPLE

Instead of:

If you're struggling, Brand X can help you get the treatment you need.

Try:

Brand X's next-level program takes you deeper on your inward journey, to rediscover and bring forth your true strengths.



VOICE TRAIT 2

EMPOWERING EXPERTS

TECHNIQUE

Inspire.

Identify with what the reader is going through now, and where they aspire to be.

Then, describe how Brand X empowers them to bring that desire to life.

EXAMPLE

Imagine having a strong sense of who you are and a deep inner knowing of you're life's purpose. Imagine feeling joyously connected to the people around you.

Brand X's all-encompassing treatment program is designed to help you do just that, by providing a roadmap to a better relationship with yourself, and guiding you every step of the way.



VOICE TRAIT 3

REAL AND RELATABLE

Avoid discussing topics in ways that are overused by wellness and spiritual communities and/or not easily understood by mainstream audiences.

Feel free to discuss novel program components, but do so in a way readers can relate to on a basic human level. Keep the tone conversational and the vernacular plainspoken.

DEFINING FEATURES

- Down-to-earth
- Familiar
- Authentic

WE WANT READERS TO FEEL:

- Trusting
- Comfortable
- Unintimidated



VOICE TRAIT 3

REAL AND RELATABLE

TECHNIQUE

Stay grounded.

Add in earth elements to keep the voice from becoming too ethereal.

EXAMPLE

Brand X's nature-filled campus gives you room to reconnect with your soul. You'll feel calmed by the desert rock formations, cool river and abundant gardens on our land.



VOICE TRAIT 3

REAL AND RELATABLE

TECHNIQUE

Meet the reader where they're at.

Don't rely on terms that may not mean anything to the reader. When introducing a new concept, pair the first mention with a brief explanation.

EXAMPLE

Brand X's non-12-Step program is based on a distinctive path to wellness, designed to walk you through specific stages of self-development.



INTEGRATION

BRINGING IT ALL TOGETHER

Brand X's allopathic and holistic components are not separated; rather, they all play an equally important role in contributing to the overall synergy of the guest experience.

Be sure to give various program components equal weight and consideration, rather than presenting a certain program aspect as a mere addition or complement.

EXAMPLE

Instead of:

Brand X's clinically excellent program is complemented by holistic therapies such as yoga and meditation.

Try:

Brain mapping allows us to clearly see and understand the physical changes taking place in your brain as a result of energy therapy work.



INCLUSION

SHOWING LOVE WITH MINDFUL WORD CHOICE

Brand X makes a conscientious effort to hold space for people of all backgrounds and beliefs. As such:

- Be sensitive to preexisting religious/spiritual frameworks
- Use gender-neutral pronouns
- Show cultural competency by using terms with intention, illuminating Brand X's relationship with traditions and honoring origins of learned practices



TERMINOLOGY

WORDS TO AVOID

Avoid recovery clichés that don't align with Brand X's approach. Never label readers in a way that can be construed as negative or judging.

RECOVERY TROPES

- You're not alone
- Hitting rock bottom
- Working the program
- One day at a time
- Addiction is a disease
- Let go and let God

LABELS

- Addict
- Alcoholic
- User
- Victim (of trauma, abuse, etc.)





SAMPLES

PROGRAM PAGE COPY

We welcome people of all religious, spiritual and cultural backgrounds. Our program is intentionally designed to accommodate diverse views.

Brand X's therapists invite open discussion about any existing religious/spiritual practices, and will work with you to ensure they are lovingly included in your treatment plan.



SAMPLES

TEAM PAGE COPY

Brand X's practitioners have extensive experience in their fields, and bring intuition, empathy and creativity gained from years of practice into each session to make you as comfortable as possible. We're not here to tell you what to do; we're here to guide you on your *own* unique journey of discovery.



SAMPLES

ADMISSIONS PAGE COPY

If you're not sure what to expect from this journey, don't worry – it's normal. We've been there.

We *love* being at Brand X, and we're sure you will too, but we understand it's a big decision. Our admissions team is available to let you know what to expect, answer any questions you have and help you sort out all the details.

We can't wait to welcome you into the family.

STYLE GUIDE

12-Step

Always write the adjectives *12-Step* and *non-12-Step* using a capital 'S' (as the program name is a proper noun) and hyphens.

Don't hyphenate *the 12 Steps* when used as a noun.

Abbreviations

Don't use periods to denote abbreviations. Add a space between numerals and descriptors.

Example: 10 km, 30 min

Brand Name Use

Always spell the company name 'Brand X'. Do not use 'X' or any other variation.

Dashes

Use en-dashes (–) with a space on both sides when using dashes within sentences and for ranges. Use hyphens for compound words and adjectives.

Headline Casing

Use AP title case for all h1s and subheads.

Measurement

Use the metric system for all units and measurements. Use numerals for all measurements with no space between the numeral and the unit of measurement. Examples: 35sqm, 2sqkm 24km, 20kg, 29C.

Numbers and Figures

Spell out all numbers from one to nine. Use numerals for numbers 10 and above.

(Exceptions: measurements, ordinal numbers, percentages and distances, which are written as numerals; formats where space is limited, e.g. ads and social media posts.)

Pronouns

Write in first, second or third person based on your determination of appropriateness for the context. Refer to readers as 'you', and us as 'Brand X' or 'us'.

Telephone Numbers

Write phone numbers with parenthesis around the area code and a hyphen separating numerals.

Example:
(888) 888-8888

STYLE GUIDE

Time

Use the 12-hour time format, with a period between hours and minute: HH.MM. The double zero should be dropped from full hours.

Only write the am or pm after the last applicable time, unless the first time denoted is different than the second time denoted.

Example:

This Sunday, June 21st from 11:30am-4pm

This Sunday, June 21st from 12-4pm

URLs

Downcase URLs.

Example:

www.brandx.net

<https://www.facebook.com/brandx>