

08 voice and vocabulary

Print or fill in.

Form 08: voice and vocabulary

Best answered by: whoever has been there longest **Time:** 25 minutes **Fills:** `company/voice.md` , `_system/glossary.md`

The vocabulary half of this form is the highest value thing in the whole pack. An AI that does not know your words writes brochure language, and everyone who does the work can tell instantly.

Completed by: _____ · Date: _____

Your words

What do you call the people who pay you? Customer, client, patient, member, buyer, guest, something else?

What do you never call them?

What do you call one unit of your work? Job, project, order, appointment, run, batch, season?

What do you never call it?

Trade terms

Words specific to your work that an outsider would not know. Do not stop at five. Twenty is normal.

Word	What it means	Anything worth knowing about it

Words that mean something different to you

Ordinary words that mean something specific in your trade. These cause the most confusion because nobody thinks to ask.

Word	What an outsider assumes	What it means to you

Abbreviations and units

Short	Full	Notes

Names that get mangled

Suppliers, products, places, standards. Anything autocorrect or transcription gets wrong.

Correct	Usually mistyped as

How you sound

Describe how the business should sound in one sentence.

Where do you sit? Mark each line.

Formal _____ Casual

Serious _____ Light

Technical _____ Plain

Brief _____ Thorough

Confident _____ Modest

Words that make you wince

Words you never want to see written about your business. Every business has some.

What do you say instead?

Instead of	You say

Something that sounded right

Paste a real paragraph you were happy with. An email, a quote, a sign in the window. Anything.

Something that did not

Paste something that made you uncomfortable, and say what was wrong with it.

Different audiences

Do you talk differently to a long standing {{CUSTOMER_WORD}} than to a stranger asking a price? How?

Formatting

Anything you are particular about. How you write prices, how your own service names are capitalized, whether you use contractions, punctuation you dislike.