



# Getting the words right

Context and correctness, for your customers



## WHO ARE YOU TALKING TO?

Using the right language for your clients is vital, to ensure they engage. It may not be quite 'you', but make sure it's 'them'. Vocab, cultural references, and style are all part of appealing to them, and making them feel like you 'get' them.

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## SPEEDBUMPS

You don't want anything in your text to slow your customers down, and stop them from getting to the point you want make.

Check for unclear language, and sentences you have to read twice before you know what they mean.



## TOO MUCH?

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It's possible to give people too much information, or not enough. Try to give them sufficient to make them want to find out more, without drowning them in detail and nuance.

Pictures are good, but some words are necessary.



## WHERE ARE YOU GOING?

All your links and QR codes need to work, and go where you think they do. If it's to your own page, make sure that page is correct too. Double check everything! And if it'll be on paper, print the actual link:

[www.whatever.com](http://www.whatever.com).

Use the simplest version, or a short-code or 'friendly URL' if it's complex, to minimise the opportunity for copying errors.

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## JARGON AND ACRONYMS

Make sure that you're not using jargon or acronyms that don't make sense to your readers. It might be part of your everyday language, but if your reader doesn't know, then you've lost them. If you have a lot of complex words around, then make a glossary.

