Alma™
For You. For Life.

Tone of Voice
Guide

How to use this guide

This document aims to give you the tools to choose the right words to 'speak Alma'.

It provides written examples, sets out Dos and Don'ts while trying to convey a certain message, and even makes suggestions for questions to ask yourself before you begin and a workflow to follow.

That said, this guide is also based on the premise that a brand continuously evolves. Therefore, it leaves enough room for interpretation and adaptability for different types of content in the future.

These guidelines enhance our Brand Voice. We follow them both when producing content ourselves, and when we work with content creators.

This is an interactive file:)
You can go straight to any section by pressing the buttons below.

Content Principles

Read this entire section before you start writing in order to find your direction and make sure you are on the same page as the brand.

Content Principles

01

A clear purpose

When it has a clear purpose, our content plays a strategic role and contributes to the achievement of our goals.

What does this mean in practice?
Before starting to create a specific piece of content for the brand, consider these four questions:

1. What is the strategic goal of the content?
2. How will it help us achieve our goals?
3. Who is the content intended for?
4. What action should our customers take after reading/ viewing/ listening to the content?

Whether it's a newsletter, social media content, or a blog post, all content should contribute to our strategy. Answering these four questions will help us identify the role each specific piece of content is going to play.

Content Principles

02

Global community

We understand our audience. In some cases, we have been with them for more than two decades. Now it's time to use our understanding of their experience in order to create effective content. We aim to build a global community that speaks the same messages regardless of location, with modifications for culture and cultural differences.

What does this mean in practice?
Use professional terms, but make sure to explain them in terms your target audience will understand. Try and look for common ground in every piece of content, and have guidelines in place for when these are translated into different languages.

Content Principles

03

Dare to innovate

Innovation in content means trying out new things, learning from the results, and using them to improve.
Our ability to reach new heights depends on how successful we do this.

What does this mean in practice?
It's our constant goal to find creative ways of doing things. As with our technology, when things don't work as expected, we make changes. This is why we make every effort to find out why content is successful or not. Where feasible and appropriate, we test our content in split tests. Sharing the results enables us to continuously improve.

Content Principles

04

Follow the leader

We take our content creation seriously and strive to set the bar high for our industry, so that others look up to the Alma brand. We establish our authority through our online and offline presence, with content that is clear, accurate, and appealing.

What does this mean in practice?
We have a distinguished design, look and feel that appears in all of our content, globally.

05

Adaptability is the name of the game

We can utilize our content more effectively if it is adaptable. This enables us to respond rapidly to external events, trends, and threats.

What does this mean in practice?

From the start, we design our content so that it is consumable on the web, on social media, and in email, and is easy to update. Changes to our messages and appearance on the web will also be reflected in print.

Voice

Alma's voice has different traits. Please make sure to use them appropriately, by choosing the right traits for your content.

Our voice is about who we are, what we care about, and what values we bring to the table. It is determined by the Alma personality traits, but also reflects the channel in which it the specific piece of content is to appear – social media, articles etc.

01

Professional and authoritative, but not cocky

We are experts in our field, but we lead it modestly. We don't speak disparagingly about our competitors, and we aren't aggressive.

For example:

We know there are a lot of viable solutions on the market. However, we believe that our strength is the knowledge we have gathered, the way we listen to our customers, and our quick adaptability to changes.

02

Informative and matter-of-fact, but not boring

Numbers and data are part of our daily routine. Yet, when talking to customers we try to deliver the data in a way that will be informative and easily understood.

For example:

Having carried out a significant clinical trial, we have discovered that hair removal results have improved by 23% in women between the ages of 20-55. More information in our full research >>

03

Enthusiastic and passionate, but not childish.

Our enthusiastic energy and passion for what we do come through in our content. It's not an immature spirit that can be exhausting to read; it's a genuine excitement about new milestones and achievements.

For example:

It's been an exciting year for Alma, winning the "Best Platform Award" for Soprano. We are honored to have been selected and we promise to keep on listening to our customers' needs so that we can create the best platforms, using the most up-to-the-minute technologies.

04

Unapologetic, but not irreverent

We have our own way of doing things and we know how to get outstanding results. Yet, everything we do is based on guiding principles that keep us focused on our end goal – providing the solutions that meet our clients' needs and desires.

For example:

Soprano outperforms all previous platforms: it has won seven awards and helped over 73M million people worldwide.

05

Friendly and caring, but not being their friends

We are helpful and willing to share our resources to help our customers grow and establish their brands. We are there every step of the way, knowing that their success is ours.

For example:

We have a new protocol, that can help you get better results with your customers.

Alma is pleased to reveal its revamped branding website, so you can bring that magic into your own brand.

Voice

06

Trustworthy, but not trying to please.

We believe trust is the most valuable ingredient in a relationship, so we aim to keep our end of the bargain.

For example:

We know there are so many options for scar treatment out there. That's why we've taken the liberty of writing six tips you can try for non-invasive treatment.

Expression

Look for an Alma trait you'd like to express, read its description and use it according to the Dos and Don'ts set out below.

TRAIT	DESCRIPITION	DO	DON'T
Positive	We're positive and know that energy is important. This is why we use an upbeat tone in our content	• Write sentences that lead the reader to a conclusion, without saying "no" or "don't" • Try to show the glass half full	• Ignore negative statements at all cost • Be positive, even if the brand has made mistake, or a patient has a complaint
Informative	Our platforms are complicated, so we make every effort to simplify the information by telling it as it is	• Write explanatory content • Update the audience with new platforms and technology • Educate people about new Alma solutions	• Use overly-technical language when addressing customers • Be monotone
Authoritative	We are authoritative and professional, yet we lead our field with modesty. We are not aggressive and do not talk badly about any of our competitors	• Cite reputable sources to back up claims • Write with confidence	• Be cocky • Use an overbearing tone • Be seen as unapproachable
Caring	It goes without saying that we care deeply about our partners and customers, and we are not afraid to show it	• Address the audience directly, using pronouns such as "you" and "we" • Ask open questions	• Overstep into the friend zone • Be overly-sympathetic with customers
Unapologetic	We dare to be different and create the standard in the industry. We speak to people who have that fire too	• Use high-level language (see examples provided in the chart at the end of this document)	• Fail to take responsibility for brand mistakes • Ignore cultural differences • Deliberately hurt someone or another brand
Trustworthy	We believe trust is the most valuable ingredient in a relationship, so we do our most to keep our end of the bargain	• Be honest and direct • Give answers to questions that bother the audience	• Share information without thinking of the implications for the brand
Friendly	We try to be as approachable as we can. As a brand, we are genuinely nice and go the extra mile for our customers	• Use easy and simple sentences and words • Where jargon cannot be avoided, explain it in layman's terms	• Speak in a negative way about other brands • Be mistaken for being their friend
Professional	Alma leads the market and we do so while remaining professional and driven to be the best in our field	• Provide examples, and case studies to illustrate the claims we make about our products • Educate others • Know what other brands do • Use supported clinical information	• Use big words without explaining them • Be distant and unapproachable
Enthusiastic	We make sure our enthusiastic energy and love for what do comes through, but we do so in a mature way that isn't tiresome to the reader	• Be excited about milestones and important professional events	• Use childish terms • Mistake enthusiasm for showing off about our brand
Matter-of-fact	We are research and data driven. We know it's hard to understand sometimes, so we simplify whenever we can	• Explain data and numbers • Try to find the story behind the data - and tell it	• Use dry data when writing content
Passionate	We bring our passion for technology and well-being to the front of our content	• Use strong verbs • Explain our platforms with excitement • Introduce new solutions	• Use a passive voice • Sound overly enthusiastic in a way that could distance the reader • Get excited without data to back it up

Alma ™ Tone of Voice Guide

Positive:
We are more than excited to announce that scar treatments are no longer limited to a certain degree of success. Our new technology guarantees 85% or higher success rates, for all skin types.

Informative:
Our new Soprano has a new applicator that adjusts easily to different body areas in order to optimize treatment time.
Applicator Info:
Large 4cm² spot size
2 connectors

Authoritative:
The latest research conducted by XXXX showed beyond any doubt that body contouring not only improves skin's appearance, but also acts as an anti-aging treatment. This is the exact reason we have spent the last year carrying out research and development. We want to make sure our customers not only enjoy immediate results, but invest in their future selves at the same time. The result is Alma's Z technology, which works on flexible, smooth skin and keeps skin looking young for longer.

Caring:
We create all of our technology with you and your customers' needs in mind.

Unapologetic:
Our brand-new platform is exceptional in every way. It combines all the right functionality in one technology.

Trustworthy:
We know finance may be a real deal breaker when it comes to investing in technology for your clinic. Having said that, every week we hear of another fake Soprano on the market. Although it might look the same, we want to assure you that it is not. You see, when we carry out research and development on our platforms, our engineers take time to consider your experience and comfort, as well as the safety of your customers. The companies producing fakes are more concerned about turning a profit, so they are more likely to cut corners.

Friendly:
Our newly-launched branding website is aimed at giving you all the desigr guidelines you need to grow your business, so you can download all social media templates in just two easy steps.

Professional:
While using Soprano as a hair removal platform, Dr. Almen noticed that her patients' skin became firmer and stretch marks started to fade. She reported this back to Alma, and we started our own research so that we could optimize the platform's use. After studying this phenomenon for three years, we found that Soprano treatments are not just effective for removing hair - they do indeed result in better, younger-looking skin.

Enthusiastic AND Passionate:
We are thrilled to share with our community that Soprano has been named the most effective hair removal platform in the world, for the 7th year in a row.
We are proud to have developed such a significant platform that is helping millions around the world feel better about themselves.

Matter-of-fact:
The upgraded Soprano performs 63% better than other platforms. This means that treatment time has decreased from 30 minutes to an average of 5 minutes, and instead of 12 treatments, we are now looking at a series of just 8-10 sessions. This makes clinics more efficient, profitable and attractive to their customers.

Reread and Rewrite

Read over your content once its written, and try to power it up with strong verbs and descriptive words.

General Examples

Strong verbs

Writing is enhanced when you find a powerful verb to replace a more commonplace alternative.

Commonplace: The man was walking on the platform.
Powerful: The man strode along the platform.

Made	Helped	Showed	Sold	Planned
Assembled	Collaborated	Achieved	Persuaded	Arranged
Composed	Facilitated	Determined	Advertised	Coordinated
Constructed	Served	Established	Marketed	Designed
Created	Supported	Exhibited	Promoted	Developed
Designed	Assisted	Indicated	Offered	Created
Generated	Aided	Demonstrated		Organized
Planned		Verified		Prepared
Produced		Proved		Produced

Descriptive words

Descriptive words - adjectives - help us visualize, describe, define, or explain information about people, places, things, situations, or actions.
Writing is enhanced when you vary the words you use, and avoid commonplace adjectives.

Commonplace: The presentation was good.
Powerful: The presentation was impressive, and had a powerful message.

Great	Nice	Good	Happy	Bad
Amazing	Enjoyable	Excellent	Amused	Awful
Astounding	Pleasurable	Amazing	Pleased	Terrible
Awesome	Courteous	Wonderful	Joyful	Horrible
Fabulous	Lovely	Pleasant	Charmed	Unhealthy
Fantastic	Likeable	Marvelous	Cheerful	Crummy
Incredible	Pleasing	Exceptional	Contented	Unacceptable
Stupendous	Gracious	Super	Delighted	Dreadful
Wonderful	Admirable	Outstanding	Ecstatic	Appalling

Thank You