



# Tone of Voice Tactics

# Tactic of all tactics: Teach. Don't sell.

Developers are highly discerning audience and can sniff out a sales pitch faster than a truffle-hunting hog.

The most effective way to engage with developers is to provide them with informative and practical content that enables them to learn new skills, discover best practices and solve problems quickly.

If our content doesn't resonate with developers, no amount of "tone" will fix it.

## Content that teaches...

- Never hypes or overpromises.
- Helps developers learn and increase their skills.
- Focuses on solving problems, not pushing products.
- Offers relevant and useful information.
- Respects developers' time by being concise and to the point.

**Interesting fact:** Every call to action or claim a developer encounters creates an expectation you must fulfill. For example, if you say something is "the best," and it's not, developers will notice, and you will lose their trust. Not only have you misled them, but you have wasted their time.



# Tactics for an Honest Tone

## Be clear and get to the point

- Avoid complex sentence structure.
- Eliminate unnecessary words.
- Avoid adverbs.
- Avoid semicolons and excessive punctuation that confuses.



Developers who choose to employ Highcharts in their projects will delightfully discover – with an almost effortless ease – the ability to create and deploy charts and dashboards that cater to a wide range of ubiquitous platforms.



Highcharts makes it easy for developers to create charts and dashboards for web and mobile platforms.

## Limit the tech jargon

- Use it when appropriate, but...
- Don't show off or hide behind it.
- Avoid trendy buzzwords.
- Define tech terms if needed.



Integrate Highcharts into your React ecosystem with native JSX syntax in the VDOM or into your Angular SPAs via DI and AOT compilation.



Highcharts works with most popular frameworks like React and Angular.

## Transparency is key

- Don't over-hype.
- Don't hide behind flowery “marketing speak.”
- Back up claims with facts.
- Again, avoid adverbs in favor of strong verbs.



Highcharts' synergistic, user-centric platform transforms complex data into actionable insights, effortlessly catalyzing data-driven decision-making.



Highcharts transforms complex data into actionable insights that drive decision making. That's why 80 of the world's top 100 companies choose Highcharts.



# Tactics for a Friendly Tone

## Keep it conversational

- Use plain language.
- Write as if you're speaking to a friend.
- Don't sound distant or stiff.
- Don't obsess over grammar.



Highcharts simple configuration parameters, alongside a variable-based CSS schema, facilitate application theming to align with one's brand identity requirements.



Our simple configuration options and variable-driven CSS make it easy to theme Highcharts to fit the look and feel of your brand.

## Stay positive

- No need to badmouth the competition. Our accomplishments speak for themselves.
- Don't use stereotypes or make assumptions.
- Avoid politics and other polarizing topics.
- Offer constructive solutions, not critiques.



We don't cram our documentation with useless words like FusionCharts. Our documentation is easy to follow, extensive and well organized.



Our customers praise our clear documentation as easy to follow, extensive and well organized.

## Be genuine

- Use humor when appropriate, but keep it low key. Avoid cringe.
- Don't overuse exclamation points.
- Be relatable. Don't be afraid to show you are a human too.



Using Highcharts is so easy, even a little 'ol grandma could theme a dashboard during one of her knitting breaks!



Customizing Highcharts is so hassle free, you might find it more relaxing than your weekend hobbies.



# Tactics for a Confident Tone

## Assert yourself

- Use active voice as much as possible.
- Don't use "we think" or "it might," etc.
- Make statements with conviction.



It is thought that Highcharts might be a good choice for some developers if those developers are looking for a way for their charts to be customized.



Highcharts is the ideal choice for developers seeking custom charting solutions for their apps and projects.

## Brag, but stay humble

- A little bragging is ok. Just don't be arrogant or unrealistic.
- Communicate expertise in a way that puts customers at ease (not intimidate.)
- Do not condescend or patronize. Our customers are smart too.



Are you a Highcharts noob? Delve into our elite dev community (the best out there) where thousands of expert developers can't wait to critique your code and tell you what you did wrong.



Have a question about Highcharts? Ask our dev community. It's one of the largest of any charting library out there, and our members are always eager to help.

## Show some enthusiasm

- A little enthusiasm over a new release or product is good, but don't go crazy.
- When writing about the quality of our work, try to tie it back to how we make our customers' lives easier.



We are in the process of updating Highcharts and would appreciate your feedback to assist in guiding our priorities.



Help us shape the future of Highcharts. Your input is invaluable to us, and we'd love to hear from you to ensure we're focusing on what matters most to you.

