

Below is a **brand-safe failure & error message library** your dev/design team can **choose from**, rather than inventing copy ad hoc.

My Hockey Recruiting

Failure & Error Message Library (Approved)

1 General / Unknown Errors

Use when something fails but the system can't confidently explain why.

Primary

* “We couldn’t complete that action. Please try again.”

Slightly more helpful

* “Something didn’t work as expected. Please try again in a moment.”

With support fallback

* “We couldn’t complete that action. Please try again or contact support if the issue continues.”

 Avoid:
“Something went wrong.” / “Unexpected error.” / “Error 500”

2 Network / Timeout Errors

Primary

* “We’re having trouble connecting right now. Please check your connection and try again.”

Alternate

* “This is taking longer than expected. Please try again.”

3 Authentication Errors

Login failed

* “The email or password you entered doesn’t match our records.”

Verification code incorrect

* “That verification code didn’t match. Please try again.”

Verification code expired

* “That code has expired. Please request a new one.”

Too many attempts

* “Too many attempts. Please wait a few minutes before trying again.”

 Avoid:

“Invalid credentials” / “Authentication failed”

Password Reset Errors

Email not found (safe version)

* “If an account exists for this email, we’ll send instructions shortly.”

Passwords don’t match

* “Those passwords don’t match. Please try again.”

Password doesn’t meet requirements

* “That password doesn’t meet the requirements. Please choose a different one.”

Form Validation Errors

Required field missing

* “Please fill out all required fields.”

Invalid email format

* “Please enter a valid email address.”

Invalid phone number

* “Please enter a valid phone number.”

Message too short

* “Please provide a bit more detail so we can help.”

6 Profile & Data Errors

Profile save failed

* “We couldn’t save your changes. Please try again.”

Profile incomplete

* “Please complete the required information before continuing.”

Duplicate profile detected

* “A profile with this information already exists.”

7 Coach Verification & Claims

Coach not found

* “We couldn’t find a matching coach for this team and level.”

Verification unavailable

* “Verification isn’t available for this team at the moment.”

Verification denied

* “This verification request was not approved.”

Duplicate coach claim

* “This team already has a verified head coach listed.”

 Avoid accusatory language like “invalid claim” or “fraud”.

8 Visibility & Access Errors

Feature not available on plan

* “This feature isn’t available on your current plan.”

Content not visible

* “This information isn’t visible based on current settings.”

Action restricted

* “You don’t have access to complete this action.”

9 Events & RSVPs

RSVP failed

* “We couldn’t complete your RSVP. Please try again.”

Event no longer available

* “This event is no longer accepting RSVPs.”

Event not found

* “We couldn’t find this event.”

10 Billing & Plan Errors

Payment failed

* “We couldn’t process that payment. Please try a different method.”

Plan change failed

* “We couldn’t update your plan. Please try again.”

Payment method invalid

* “That payment method couldn’t be verified.”

 Avoid:

“Transaction declined” / “Payment gateway error”

11 Help Center Submission Errors

Message not sent

* “We couldn’t send your message. Please try again.”

Attachment issue (if applicable)

* “That file couldn’t be uploaded. Please try a different file.”

1 **2** Rate Limits / Abuse Protection

Too many actions

- * “Please slow down and try again in a moment.”

Too many messages

- * “You’ve sent several requests recently. Please try again later.”

1 **3** Recommended Global Tone Rules (For Devs)

- * Never blame the user
- * Never use technical error codes
- * Never imply wrongdoing
- * Always offer a next step when possible
- * Keep messages under 2 sentences
- * Use plain language