

# Tone of Voice Guide

## Tone of Voice Guide

How WTP communicates — across the landing page, documents, emails, and LinkedIn.

### Core Principles

#### 1. Professional Calm

We don't oversell. We don't use exclamation marks in headlines. We state what we do clearly and let the quality speak. **Do:** "We handle the full delivery cycle — from intent to outcome." **Don't:** "We're the BEST execution partner in the UAE!!!"

#### 2. Precision Over Persuasion

Every claim must be backed by a process, a checklist, or a policy. We don't make vague promises. **Do:** "Banking scenario is confirmed before any setup begins." **Don't:** "We guarantee you'll get a bank account."

#### 3. Risk-Aware Honesty

We talk about what we decline as openly as what we accept. Saying "no" is part of our value. **Do:** "We decline clients with unresolved sanctions exposure." **Don't:** Avoid the topic or hide the rejection criteria.

#### 4. Partner-Centric

The partner is our primary audience. Every piece of content should answer: "Why should I trust WTP with my client?" **Do:** "Your client relationships remain yours." **Don't:** "We work with end clients directly."

### Voice Attributes

ATTRIBUTE	DESCRIPTION	EXAMPLE
<b>Direct</b>	Get to the point. No fluff, no corporate jargon	"We start with bankability, not paperwork."
<b>Confident</b>	We know our domain. No hedging, no "we think"	"The risk verdict determines the path."
<b>Respectful</b>	Never condescending, even when declining	"This profile doesn't meet our current criteria."
<b>Structured</b>	Use clear frameworks: numbered steps, tables, tiers	"3 risk levels: Green, Yellow, Red."
<b>Grounded</b>	Real examples over abstract claims	"23 completed cases, average revenue \$12K."

### Language Rules

#### Headlines & Titles

- Sentence case (not Title Case or ALL CAPS)
- No exclamation marks

- Prefer verbs over nouns: "How we work" not "Our methodology"
- Max 8 words for section titles

## Body Copy

- Short paragraphs (2–3 sentences max)
- Active voice: "We verify" not "Verification is performed"
- Specific numbers over vague qualifiers: "\$5,000–15,000" not "competitive pricing"
- Avoid superlatives: no "best," "leading," "premier," "unique"

## Lists & Bullet Points

- Start with a verb or noun, not an article
  - Parallel structure within the same list
  - No periods at the end of list items (unless full sentences)
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## Forbidden Words & Phrases

DON'T SAY	SAY INSTEAD
Guaranteed	Confirmed / Verified
Best / Leading / #1	Reliable / Consistent
Solutions	Services / Support
Leverage	Use
Synergy	Coordination
Touch base	Follow up
Going forward	From here / Next
At the end of the day	Ultimately
No questions asked	— (don't use at all)
Offshore (as marketing term)	International structuring

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## Tone by Channel

### Landing Page

Concise, scannable, structured. Heavy use of labels, pills, numbered steps. Minimal text per section.

### Partner Emails

Warm but professional. First name. Short paragraphs. Clear CTA at the end.

### LinkedIn

Thought leadership tone. Open with a hook (problem or insight). End with a question or clear takeaway. No hashtag spam (max 3).

### Internal Documents

Structured, precise, reference-friendly. Tables over paragraphs. Front matter with version and date.

## **Rejection Communications**

Respectful and final. No over-explaining. Offer advisory-only if applicable.

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## Template Phrases

### **Positive**

- "This profile meets our criteria — we're ready to proceed."
- "Based on the pre-screen, we recommend the following scenario."
- "Your client's documentation is complete. Next step: banking scenario."

### **Conditional**

- "This profile requires enhanced controls — here's what we'll need."
- "We can proceed with advisory, but execution requires additional documentation."
- "The timeline may extend due to compliance requirements."

### **Decline**

- "After careful review, this profile doesn't meet our current acceptance criteria."
- "We're unable to proceed with execution. We recommend seeking a specialized provider."
- "We've flagged [specific issue]. We cannot accept this engagement."