

Tone of Voice Guide

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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
Direct	Get to the point. No fluff, no corporate jargon	"We start with bankability, not paperwork."
Confident	We know our domain. No hedging, no "we think"	"The risk verdict determines the path."
Respectful	Never condescending, even when declining	"This profile doesn't meet our current criteria."
Structured	Use clear frameworks: numbered steps, tables, tiers	"3 risk levels: Green, Yellow, Red."
Grounded	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)

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

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.

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."