

# jessie · hayden

E-Learning & Web Design

## CONTENT STYLE GUIDE

CREATED BY:



<http://shastonwrites.com/>

<https://www.linkedin.com/company/shaston-writes/>

**e:** [info@shastonwrites.com](mailto:info@shastonwrites.com)

**c:** (770) 626-2561

# TABLE OF CONTENTS

<b>ABOUT JESSIE HAYDEN</b>	<b>3</b>
<b>EDITORIAL MISSION STATEMENT</b>	<b>3</b>
ENTER YOUR EDITORIAL MISSION STATEMENT HERE	ERROR! BOOKMARK NOT DEFINED.
<b>STYLE GUIDE REFERENCES</b>	<b>3</b>
<b>ATTRIBUTION AND CITATION</b>	<b>3</b>
<b>SOURCES</b>	<b>4</b>
<b>USAGE REFERENCE</b>	<b>4</b>
<b>TARGET CLIENT/AUDIENCE</b>	<b>5</b>
<b>BRAND VOICE AND TONE</b>	<b>6</b>
<b>BLOGGING</b>	<b>6</b>
<b>STYLE &amp; USAGE</b>	<b>7</b>
ABBREVIATIONS	7
ACRONYMS	7
AMPERSANDS	7
CAPITALIZATION	7
HEADINGS AND SUBHEADINGS	8
CONTRACTIONS	8
FORMATTING	8
LISTS	9
NUMBERS	9
PUNCTUATION	10
QUOTES	10
VOICE AND TONE	11
<b>IMAGES</b>	<b>11</b>
<b>WORD CHOICE</b>	<b>12</b>
OTHER NOTES	13
<b>WORD LIST</b>	<b>14</b>
<b>APPROVED AND UNAPPROVED CONTENT</b>	<b>15</b>
<b>APPENDIX A: WHEN TO USE EM DASHES AND SEMICOLONS</b>	<b>16</b>
<b>APPENDIX B: UK VS. AMERICAN ENGLISH SPELLING</b>	<b>17</b>

## ABOUT JESSIE HAYDEN

*Jessie Hayden is an educator, learning strategist, instructional designer, web designer, and coach who transforms jewels of knowledge – often hidden within a unique group of creatives, coaches, counselors, and consultants -- into engaging online courses, digital training products, online academies, and membership sites.*

## EDITORIAL MISSION STATEMENT

Jessie Hayden imparts engaging, insightful, and practical, information, tips, and strategies -- tools that empower change-making professionals to translate their passions into meaningful online instruction.

## STYLE GUIDE REFERENCES

The *Associated Press (AP) Stylebook* is the primary usage reference guide for all marketing content, articles, blog posts, press releases, press kits, audio and video scripts, broadcast, e-courses, and most published digital content. Access the online style book below:

<https://www.apstylebook.com/...>

Because Jessie Hayden provides educational products, academic content is subject to the *AMA Manual of Style* for case studies, book manuscripts, specific e-Book topics, reports and other non-marketing content. Access the online stylebook below:

<http://www.amamanualofstyle.com/>

## ATTRIBUTION AND CITATION

We adhere to standard copyright and publishing ethics. When writing and publishing a thought, seek and cite the first person or organization to publish that original thought or concept through:

- **In-text citation.** Use “according to ...,” “said” when attributing an original source.
- **Links.** Links to original online sources should not be used alone as attribution. Rather, use in-text attribution along with linked sources.

- **AMA Citation.** When citing references, use the AMA Manual of Style format.
- **Endnotes and Footnotes.** Use endnotes rather than footnotes.
- **Bibliographies, Works Cited, and References.** Use bibliographies for academic-oriented books and eBooks. Use “Works Cited” or “Sources” formats for articles, blog posts and case studies. Use “References” for periodical articles and reports.

## SOURCES

When linking to another site where you found your research, add your link to the words that most accurately describe the content where you are linking. Create a link that makes sense, and don't be afraid to give the linkee some good SEO juice. We play nice.

## USAGE REFERENCES

All writers who create and curate content marketing for Jessie Hayden should have on hand the following references for composition, usage, and inspiration:

- *Elements of Style*, William Strunk, Jr
- *On Writing Well*, William Zinsser

*\*Use reference material relevant to your product/services, industry, and niche.*

## TARGET CLIENT/AUDIENCE



A married female in her mid-fifties who is a life coach. Her coaching practice targets women in mid-life transition she helps her clients re-invent themselves in exciting ways as they move into the 'wisdom' stage of life.



A single female in her early 40s who is a therapist. She is the author of a self-published book about overcoming self-limiting beliefs. She's a yoga devotee.



A married male in his late fifties who has been downsized out of the creative industry he built his career on -- video production for large to mid-scale businesses. He does video promotion for social media for small businesses and solopreneurs. He is making significantly less money than he was 15 years ago, but he is much happier being his own boss.

## BRAND VOICE AND TONE

### Personality/Persona

educated  
insightful  
practical

- **Like this:** "If you want to create high-value e-courses or digital learning products of any sort, you have to know what you're aiming for. You have to design with the end in mind. In other words, you have to wed the courses and products that you design to realistic, concrete, and achievable **G-O-A-L-S**."
- **Not this:** "If you want to produce marketable e-courses, it is imperative to begin your e-course design by setting goals." (passive & pedantic)

### Tone

confident  
inspired  
visionary

- **Like this:** "So if you're wondering, *"How the heck can I create a lesson about X, Y or Z?"*, I've got you covered. Let's begin at the beginning by exploring the basic anatomy of a lesson."
- **Not this:** "You may wonder how it's possible for you to create a lesson. However, I can provide you with the blueprint for accomplishing this task." (again, pedantic, passive and squirrely)

### Language

informal  
colloquial  
jargon

- **Like this:** Maybe you've tried every online course design or web design product out there. And guess what? You've discovered what is true for most people. It is incredibly difficult to create, publish and launch an online course, course site or website all on your own.
- **Not this:** "Perhaps you've discovered that you lack the expertise to create and launch an online course without the guidance of someone more experienced in the field." (too formal)

### Purpose

Educate  
Attract  
Engage

- **Like this:** "While we all have some preconceived notions of what a lesson is and what it entails, our experience with 'lessons' and lesson planning mostly comes from being on the receiving end of a lesson. In fact, very few of us have ever created a lesson, let alone created an entire course, from scratch."
- **Not this:** "If you don't know the first thing about lesson planning, that's okay. You don't have to. I'll do all the work." (vague, self-serving)

The following describes Jessie Hayden's desired online image:

*At Jessie Hayden, we transform people into teachers. We help them package their knowledge and experience in an engaging way, so they empower and equip others with what they know. We are*

- Reliable
- Thorough
- Accessible
- Informative
- Educational

# BLOGGING

Studies show that when reading online content of any kind, readers scan rather than read. When composing and formatting blog posts, write content that is engaging and attention-grabbing.

- Break up large paragraphs into smaller paragraphs
- Use headings and subheadings to visually condense key points
- Use bullets and lists

# STYLE & USAGE

## ABBREVIATIONS

Avoid abbreviating any words that the audience won't understand immediately. For common abbreviations, include a period.

**Ex.** Capt. Smith wrote a memo for Mrs. Mayfair, reminding her to pick up a pound of apples at the store.

## ACRONYMS

*Spell out the full name on first references, followed by the acronym in parentheses. It's okay to use the acronym after that.*

**Ex.** The New York Stock Exchange (NYSE) reported a loss in the company's stock in March. A few weeks ago, however, the NYSE reported a large gain.

To make an acronym plural, just add s (no apostrophe).

**Ex.** There were 16 CEOs in the boardroom.

## AMPERSANDS

Avoid using ampersands (&) in general text, headings, or subheadings—use “and” instead. An ampersand may be used in charts or tables where space is tight, or when it's part of a company name or book title.

## CAPITALIZATION

### AFTER A COLON

Don't capitalize the word after a colon.

**Ex.** I'm about to list several things: one, two, and three.

### BOOK TITLES

Titles of books (and eBooks) are always in title case (everything but articles, conjunctions, and prepositions capitalized).

**Ex.** Today I finished *Anne of Green Gables*.

## DEPARTMENT NAMES

For the most part, names of departments are always lowercase.

**Ex.** The people in the sales department love to play card games.

However, capitalize institutional departments such as

**Ex.** The U.S. Department of Justice

**Ex.** The Department of Education at the University of Georgia

## JOB TITLES

Job titles are capitalized only when referencing a specific person; otherwise, they're lowercase.

**Ex.** The staff is excited to meet Jessie, the new Managing Editor.

**Ex.** The role of the managing editor in the editorial process is to . . .

## HEADINGS AND SUBHEADINGS

Capitalize important words (everything but articles, conjunctions, and prepositions) in headings—the same goes for subheadings.

**CORRECT:** 10 Things You Didn't Know about B2B and B2C Marketing

**INCORRECT:** 10 Things You Didn't Know About B2B And B2C Marketing

(Confused about which words to capitalize? Click [here](#) for an online tool that will capitalize your title for you: just choose the "title case" option. But beware—it's not perfect.)

## CONTRACTIONS

Use contractions (it's, you're, they're, she's) in your online writing to make the tone conversational, not stuffy or rigid.

## FORMATTING

Book and eBook titles, magazine and newspaper names, and movie titles should be in italics.

**Ex.** My favorite movie is *Blade Runner*, which is based on the book *Do Androids Dream of Electric Sheep?* by Philip K. Dick.

A part or section of a larger work is put in quotation marks. (This includes a chapter of a book, the title of an article in a magazine, etc.)

**Ex.** Chapter two, "World War Terminus," talks about a war that was so bad they skipped the numbering system.

**Ex.** The *Vanity Fair* article "How to Tell if She's an Android" provides examples.

**Ex.** Check out the blog post "How to Launch a Rocket" for more information.

Always use single spaces between sentences.

When a quotation opens a blog post, indent it using the “quote” button on the editing toolbar, and italicize.

## LISTS

Don’t use periods after list items, even if they form complete sentences. Similarly, don’t use semicolons or “and” after list items.

- Ex.**
1. Invest in relationship-building
  2. Position communication as part of your core strategy
  3. Make a plan

## NUMBERS

Write out numbers up to and including ten, except in percents (see below) and hard data. The exception to this rule is if you have a list of numbers that includes numbers under and above ten: in this case, just make the list consistent (see the second example).

**Ex.** Of the 20 marketing employees, only three decided to go to the party.

**Ex.** The table was stocked with 2 cakes, 10 pizzas, and 24 sodas.

Write out numbers at the start of a sentence.

**Ex.** Twenty-two of the experts agreed.

## DATES

Thursday, February 1, 2018

## ORDINAL NUMBERS

Ordinal numbers (adjectives describing the numerical position of something) should always be written out.

**Ex.** First, third, tenth.

## PERCENTS

Use numeric form for percents, but, write it out at the start of a sentence. Don’t include a space between the number and the percent sign.

**Ex.** The survey results showed that 70% of marketers wear Converse sneakers. **Ex.** Sixty percent of marketers also wear Ray-bans.

## PHONE NUMBERS

(719) 430-0124

## TIME

9 a.m./9 p.m.; 9-10 a.m.

## PUNCTUATION

### APOSTROPHES

In general, only use an apostrophe when you need to form the *possessive* of the word; not the plural. The exception to this is the plural of it, which is “its.”

**Ex.** The new CFO’s office had its own entrance.

**Ex.** A hard day’s work.

**Ex.** Laura’s book was damaged by the rain.

If the word ends in *s*, just add an apostrophe to form the possessive.

**Ex.** The CEOs’ mass hysteria was witnessed by most of their staff.

**Ex.** Everyone stared at Charles’ new car, a Tesla Model S.

### COMMAS

Use the serial (Oxford) comma before the “and” or “or” in lists.

**Ex.** Idea generation, content creation, distribution, and ROI optimization.

### DASHES

Use em dashes (or two hyphens) with no spaces for setting off text or emphasizing a point in a sentence

**Ex.** Some of the pain points—compliance, customer trust, and the proliferation of digital information—are so pressing that financial services marketers hold off on launching innovative campaigns and stick to the basics.

### ELLIPSES

Use non-spaced ellipses, like this: ... (not this: . . .).

### HYPHENS

Use hyphens in numeric ranges, but, try to use “to” (instead of a hyphen) when including a numeric range in a sentence.

**Ex.** Numbers 11 to 25 are from the second experiment.

**Ex.** 9-10 a.m.

### QUOTES

Use said (not says) when quoting someone.

**Ex.** “The general consensus is not to do the hokey-pokey at work,” said Shawn.

Always use double quotation marks with single quotation marks inside.

**Ex.** “I read the article ‘The Dog’s Computer,’” said Bobby.

Periods and commas *always* go inside quotation marks.

**Ex.** "I was riding my bike," Carol said, "when a deer jumped over the trail."

Question marks and exclamation points go inside quotation marks only when they're part of what the speaker is saying.

**Ex.** Sally said, "Would you like fries with that?"

**Ex.** Sally asked if John would like fries with that. Can you believe he said "I would"?

Colons, semicolons, and dashes always go outside quotation marks.

**Ex.** The following should report to the room marked "Staff": office managers, marketers, social media managers, and customer service agents.

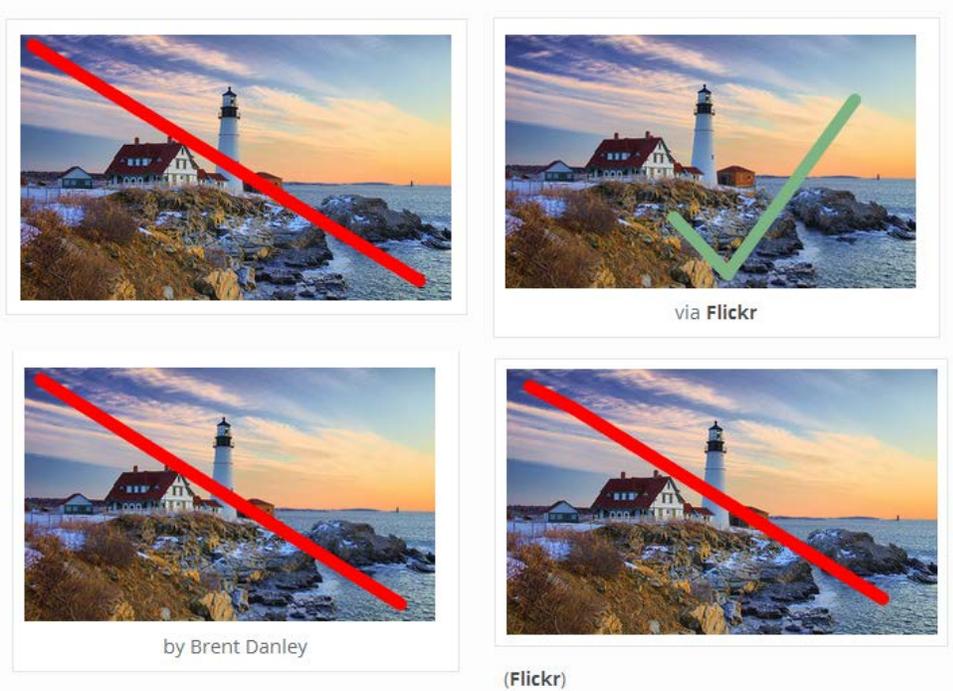
## VOICE AND TONE

Jessie Hayden strives to produce fresh, relevant, instructive content (see the section on Brand Voice & Style). Here are a few notes on the voice and tone to use in your writing for Jessie .

- Friendly and accessible, but professional
- Helpful and knowledgeable, but not salesy or pushy
- Expert, but not know-it-all (watch the jargon!)
- Fun, but not slapstick or childish

## IMAGES

Do not publish any online image that isn't Creative Commons unless you've followed appropriate crediting and attribution instructions as per the owner of the image. You may go to <http://photopin.com/> and choose something that does not cost money. Then, this is how you cite the source:



Use a caption of “via Flickr” with the word Flickr linked to the source. CSS will handle the caption box. All photos should be center aligned with no text wrapping.

## WORD CHOICE

### BETWEEN VS. AMONG

Use *between* with two people or things and *among* with three or more people or things.

### EFFECT VS. AFFECT

To *affect* means to produce a change or influence something.

**Ex.** How will the new invoicing structure affect the payroll department?

An *effect* is a change that has occurred.

**Ex.** The effect of the new invoicing structure will be negligible.

*Affect* is a verb 99% of the time; *effect* is a noun 99% of the time.

### INSURE, ENSURE, AND ASSURE

To *insure* means to protect against financial loss.

**Ex.** You are insured against theft.

To *ensure* means to make certain or to confirm.

**Ex.** Track your ROI to ensure your success.

To *assure* means to promise. (We assure a person.)

**Ex.** I can assure you that your valuables are safely locked away.

#### WHICH VS. THAT

*Which*, when used correctly, is part of a nonrestrictive clause, which is preceded or set off by commas. This clause is not essential to the meaning of the sentence, and can be taken out without changing the meaning.

**Ex.** The dog sled race, which was grueling, took place two weeks ago.

*That* is part of a restrictive clause, which is not set off by commas. This clause is essential to sentence meaning, and can't be removed.

**Ex.** The dog sled races that take place in Anchorage are especially intense.

Rule of thumb: if the *which* in the sentence sounds funny with a comma in front of it or around the entire phrase, the sentence probably needs to be using *that*.

#### OTHER NOTES

Never start a sentence with "According to" or "X has found."

Avoid heavy, overwhelming paragraphs! They should be broken down into short, scannable chunks.

Use "for example," not "e.g." or "ex."

Use first name for people upon second reference.

**Ex.** Jean Spencer wrote a sentence. Later, Jean went on a run.

Starting a sentence with a conjunction, such as "and" or "but" is okay.

## WORD LIST

ADDIE	follow up (v.)	remediation
ADDIE Process	follow-up (adj.)	reusable information object (RIO)
assessment	how to (followed by v.)	reusable information object (RLO)
asynchronous learning	how-to (n.)	repurpose
authoring tool	how-tos (plural n.)	round-up
B2B	infographic	SAM
B2C	Instructional Design	self-assessment
beta test	Instructional Designer (ID)	self-paced learning
blended learning	instructor-led training (ILT)	SEO
broadcast	Internet	skillset
certification	lab	sneak peek (n.)
cheat sheet	learner	social media strategy
cognitive level	learning experience	social media posts
computer-based training (CBT)	learning event	social media strategy
content item	learning objective	solopreneur(s)
creative(s)	learning management system (LMS)	start-up (n. and adj.)
curriculum	microlearning	subject-matter experts (SMEs)
delivery	mobile Learning	thought leader (n.)
do's and don'ts	online learning	time sink (n.)
e-books	portal	touchpoint
e-course(s)	practice item	underperforming
editorial calendar	practices	user-base (n.)
e-learning	prescriptive learning	walk-through (n.)
evaluation	prototype	web-based training
feedback	quality scorecard	

When in doubt about a word that's not listed in this word list, refer to the *Merriam-Webster's Dictionary* (online [here](#)).

## APPROVED AND UNAPPROVED CONTENT

These lists contain resources for industry trends that are useful for staying current, gleaning content ideas, and sharing curated content. This is a live list that will grow. Unapproved content comes from dubious sources or Jessie Hayden's direct competitors.

Approved	Unapproved
<i>eLearning Industry</i>	
<i>docebo</i>	
<i><a href="https://www.semanticscholar.org/">https://www.semanticscholar.org/</a></i>	
<i>The e-Learning Coach</i>	
<i>IGI Global</i>	
<i>Online Learning Consortium</i>	
<i>Center for Learning &amp; Performance Technologies</i>	
<i>Training Journal</i>	
<i>Trainer Tools</i>	
<i>Elliot Maisie's Learning Trends</i>	

## APPENDIX A: WHEN TO USE EM DASHES AND SEMICOLONS

### EM DASH

Em dashes (—) are the width of a lowercase “m.” They are used to indicate added emphasis, a pause, or a change of thought.

Em dashes are the “wait for it” of punctuation, creating a pause that is conversational in tone, while still drawing your eye to the next sentence or phrase fluidly.

Em dashes can have the same effect as a colon, but with more of an artistic spin, and less of an abrupt stop. (They are also used when attributing a quote!)

**Ex.** I’ve been looking for a girl like you—not you, but a girl like you. (Groucho Marx)

### SEMICOLON

Semicolons can be used to link two related independent clauses (complete sentences), or to list items separated by a comma.

**Ex.** My aunt came over to visit today; she brought her yappy little dog.

**Ex.** We went to so many awesome places on our trip: London, England; Madrid, Spain; Berlin, Germany; and Miami, Florida.

The semicolon can also be used more creatively, as long as it is conjoining two independent clauses (complete sentences), and does *not* include a conjunction (with, and, but, because, for, etc.):

**CORRECT:** Someday I’ll have to teach you how to use a crossbow; it’s a solid piece of weaponry.

**INCORRECT:** Someday I’ll have to teach you how to use a crossbow; because it’s a solid piece of weaponry.

## APPENDIX B: UK VS. AMERICAN ENGLISH SPELLING

Please use American spelling in your content. Here's a quick list of some common words that need to be Americanized:

<b>UK</b>	<b>American</b>
whilst	while
colour	color
an historic	a historic
US or USA	U.S.
Dr, Mr, Mrs	Dr., Mr., Mrs.
judgement	judgment
adviser	advisor
ageing	aging
co-operate	cooperate
data-base	database
eg	e.g.,
etc	etc.
vs	vs.
organisation	organization
emphasise	emphasize
acknowledgement	acknowledgment
plough	plow
per cent	percent