

TL;DR

The Mailchimp Content Style Guide goes into depth on many subjects. It may be more information than you need. Here are the most important things to know.

Principles

Good content is:

- Clear
- Useful
- Friendly
- Appropriate

Voice and tone

Mailchimp's voice is:

- Human
- Familiar
- Friendly
- Straightforward

Our tone changes depending on the situation, but it's generally informal. We have a sense of humor, but we value clarity over entertainment.

Our priorities are to educate our users about our products without patronizing or confusing them, so they can get their work done and get on with their lives.

Good Web Guide For Writers

Brendan Hennessy



Good Web Guide For Writers:

The Good Web Guide for Book Lovers Susan Osborne, 2003 The birth of the internet heralded several theories about the demise of the book and of reading in general Contrary to this books are thriving on the internet and the author recommends the best websites to cut your searching time This guide includes information on the best internet bookshops both small and large rare and specialist bookshops book clubs literary magazines reading group resources author and fan websites and publisher s own websites websites for budding writers to develop their own talents **The Good Web Guide** Arabella Dymoke, 2004 This guide has been completely revised and updated The authors have revisited all the websites recommended in the first edition and cut out the dead wood bringing the book thoroughly up to date It is aimed at every family and household *Christian Writers' Market Guide 2008* Sally Stuart, 2009-02-25 The Resource Guide to Getting Published A unique guide to publishing for Christian readers the Christian Writers Market Guide 2008 offers the most proven and comprehensive collection of ideas resources and contact information to the industry For more than twenty years the Christian Writers Market Guide has delivered indispensable help to Christian writers from a CD ROM of the full text of the book so you can easily search for topics publishers and other specific names to up to date listings of more than 1 200 markets for books articles stories poetry and greeting cards including forty three new book publishers fifty one new periodicals and fifteen new literary agencies Perfect for writers in every phase this is the resource you need to get noticed and published An indispensable tool The reference you have to buy Writers Journal Essential for anyone seeking to be published in the Christian community The Midwest Book Review Stands out from the rest with its wealth of information and helpful hints Book Reviews for Church Librarians Completely updated and revised the Guide features more than 1 200 markets for the written word 675 periodicals 405 book publishers 240 poetry markets 114 card and specialty markets 37 e book publishers 120 literary agents 332 photography markets 98 foreign markets 98 newspapers 53 print on demand publishers writers conferences and groups pay rates and submission guidelines more resources and tools for all types of writing and related topics Writer's Market 2010 Caroline Taggart, 2010-06-30 THE MOST TRUSTED GUIDE TO GETTING PUBLISHED Written by writers for writers and backed by 89 years of authority Writer s Market is the 1 resource for helping writers sell their work Used by both seasoned professionals and writers new to the publishing world Writer s Market has helped countless writers transform their love of writing from a hobby into a career Nowhere else but in the 2010 Writer s Market will you find the most comprehensive and reliable information you need This new edition includes Complete up to date contact information and submission guidelines for more than 3 500 market listings including literary agents book publishers magazines newspapers production companies theaters greeting card companies and more Informative interviews helpful tips and instructional articles on the business of writing The How Much Should I Charge pay rate charts for professional freelancers Sample good and bad queries in the Query Letter Clinic Easy to use format and tabbed pages so you can quickly

locate the information you need **The High School Student's Guide to Writing a Great Research Paper** Erika Eby, 2013 Presents a guide to writing a research paper covering such topics as finding sources taking research notes creating an outline writing the first draft and completing the final version **Research for Writers** R. Michael Stewart, 2001

Guide to Writing Empirical Papers, Theses, and Dissertations G. David Garson, 2001-11-21 Describes the quantitative research process framing analytical questions developing a comprehensive outline providing a roadmap for the reader and accessing indispensable computer and program tools Supplies end of chapter checklists extensive examples and bibliographies Writing Effectively in Print and on the Web Rebecca Blakiston, 2017-01-05 The written word is our primary tool for communication with colleagues administrators stakeholders and users Poor use of words can lead to misunderstandings and inefficiencies Writing effectively will help you be a stronger colleague manager and librarian In this book you will learn how to Define your audience and your primary messages Simplify your writing so that it is succinct and understandable Structure your written content so that it is most usable and accessible to your audience Approach different forms of writing in a way that is most effective to getting your message across Establish a voice and tone that reflects the identity of your organization and yourself as a professional The book covers writing for both print and Web based publications and is aimed at all types of libraries **Writing Feature Articles** Brendan Hennessy, 2013-05-02 Hennessy's classic text tells you everything you need to know about writing successful features You will learn how to formulate and develop ideas and how to shape them to fit different markets Now in its fourth edition Writing Feature Articles has been fully revised and updated to take into account the changing requirements of journalism and media courses You will also discover how to exploit new technology for both researching and writing online Learn step by step how to plan research and write articles for a wide variety of popular quality and specialist publications Discover more and make the advice stick by completing the tasks and reading the keen analysis of extracts from the best of today's writing Packed with inspirational advice in a friendly highly readable style this guide is a must have for practising and aspiring journalists and writers *Christian Writers' Market Guide 2009* Sally Stuart, 2009-01-13 Now updated for 2009 comes one of the most comprehensive marketing resources for Christian writers with information on agents editors publisher guidelines specialty markets and more **Librarian's Guide to Writing for Professional Publication** Marta Mestrovic Deyrup, 2018-12-04 Professional publication can take your career to the next level Use this guide to learn the best ways to share your expertise and show commitment to the profession through publishing Even if you're not yet confident about your experience ideas or writing skills more than likely you're ready to consider publishing This practical guide will supply the encouragement and direction for you to effectively communicate using the written word and start publishing which will likely serve to boost your career It explains the difference between traditional and self publishing supplies advice on picking a publisher and working successfully with a publisher and provides useful information on copyright open access publishing and contract signing While geared to all

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Becoming a Public Relations Writer Ronald D. Smith,2003 This second edition provides practical writing instruction for those preparing to enter the public relations profession using a process approach to addressing a variety of writing formats and circumstances For students of public relations Oxford Guide to Plain English Martin Cutts,2009 The Oxford Guide to Plain English provides authoritative guidance on how to write clearly and effectively using 21 easy to follow guidelines covering straightforward language sentence length active and passive verbs punctuation grammar planning writing emails and good organization **Blogging For Dummies** Susannah Gardner,Shane Birley,2011-02-04 Everybody s doing it And while that logic never got far with your mother it s a fine reason to start blogging especially if you have a business to build or a cause to promote Well run blogs do more than offer an outlet for your thoughts They ve actually influenced everything from a company s image to the outcome of a local election Because the blogosphere is pretty crowded it s a good idea to find out a bit about the anatomy of a blog what makes a good one and what it takes to keep one going before you dive right in and start sharing with the world Blogging For Dummies 2nd Edition gives you all the basics so you can get a good start And if you ve been around the blog a few times and want to advance to the next level Blogging For Dummies 2nd Edition even takes a look at podcasting and videoblogging You ll find out how to Make your blog stand out in a crowd build an audience and even make it pay Choose the best software options boost readership and handle comments Generate revenue from your blog with ads and sponsorships Protect your privacy and your job Deal with spam and the inappropriate comments from that guy who posts several times a day Find your niche Attract and keep readers Use your blog to promote your business cause or organization Add audio video cool widgets and more Ready Get Blogging for Dummies and let s get started **Guide to Official Letter Writing, Orders, Etc** Adjutant,1915 **The Complete Idiot's Guide to Publishing Magazine Articles** Sheree Bykofsky,Jennifer Basye Sander,Lynne Rominger,2000 Offers advice to aspiring journalists on how to write effective feature articles and explains how to sell the articles to newspapers magazines and trade publications **Christian Writers' Market Guide 2007** Sally Stuart,2007-01-16 Now updated for 2009 comes one of the most comprehensive marketing resources for Christian writers with information on agents editors publisher guidelines specialty markets and more **Career Opportunities in Writing** T. Allan Taylor,James Robert Parish,2009 Provides information on salaries skill requirements and employment opportunities for ninety writing and writing related professions

Writing 2E Tricia Hedge, 2025-01-06 A new edition of a highly praised book which helps students to develop clear effective writing in English This second edition continues to provide a framework of current thinking on writing and to present a range of writing tasks for teachers to use in the classroom Some old favourites are included but the majority of the tasks are newly designed and tested out with learners The first edition won the English Speaking Union's Duke of Edinburgh award

E-effective Writing for E-learning Environments Katy Campbell, 2004-01-01 E ffective Writing for E Learning Environments integrates research and practice in user centered design and learning design for instructors in post secondary institutions and learning organizations who are developing e learning resources The book is intended as a development guide for experts in areas other than instructional or educational technology in other words experts in cognate areas such as Biology or English or Nursing rather than as a learning design textbook The organization of the book reflects the development process for a resource course or program from planning and development through formative evaluation and identifies trends and issues that faculty or developers might encounter along the way The account of the process of one faculty member's course development journey illustrates the suggested design guidelines The accompanying practice guide provides additional information examples learning activities and tools to supplement the text

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