

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

Martin Cutts



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