GATHER 'N' GROW

Copy Style Guide

How we write for Gather 'n' Grow: emails, client documents, reports, the website and proposals. Last updated 26th Oct 2026.

Voice

- **No em dashes.** Use a full stop or a comma, or rewrite the sentence. Check before anything goes out.
- **Calm, direct, plain.** Short sentences. Write how Alyssa talks, not like a sales script.
- **Fewer words.** If a sentence can lose half its words and keep its meaning, cut them.
- **No filler.** Not "let's dive in", "second set of eyes", "quietly leaking budget", "nothing exotic", "no magic, just basics".
- **No performative lines.** Not "the quiet story", "has landed", "the shape of the business". State the fact and the number.
- **Don't justify the last sentence.** Cut clauses like "so the improvement is demonstrated rather than assumed". Say the thing and stop.
- **No signposting.** Not "here's the honest picture" or "here's the thing". Just write the paragraph. "Honestly" as a softener before a direct statement is fine.
- **Numerals for figures.** "$10 to $20 a day", "30 days", not "ten to twenty dollars".

Client emails and documents

- **Advisory, not directive.** "Worth exploring", "if it helps". Frame weaknesses as opportunities.
- **No casual idioms or jargon.** Not "for the sake of it", "locking you in", "parsed".
- **Name people.** Never "your team". Write "Gabe and Chuck".
- **Don't claim expertise we don't have.** For example, we are not a compliance authority.
- **Don't change the client's words.** Anything we add to their document is labelled "Added by us".
- **AI is the tool, people do the thinking.** Never suggest AI replaces people. It frees them up for strategy.
- **Stats as a percentage with the base.** "48% (25 of 52)", not a bare count.
- **Sign off emails with "Thanks,"** and the email signature.
- **ClickUp comments:** tag the person first, no sign-off.

Website and marketing

- **Lead with the problem and the outcome.** A streamlined team, everything in one place, room to grow, more time for customers. "RevOps" is a label, not the pitch.
- **No timelines on projects or process sections.** Fixed-price products can show delivery times (for example, 1 to 2 business days).
- **Prices only on the product page.** Never in FAQs, cards, tags or other pages.
- **Don't overpromise.** Not "budget pacing" or "tests running all the time". Say what we do, plainly.
- **No self-service selling.** Not "no developer needed" or "fix a typo in seconds".
- **No team names.** Describe functions (ads, HubSpot, web development). Alyssa is the only named person.
- **Stay in scope.** We do not offer social media, link building or PR. Avoid "digital marketing" as a label.
- **Audits:** say "comprehensive CRO audit" or "full audit", never "50-point".
- **Testimonials** use the person's real name and job title, never "Client Testimonial".

Proposals

- **One price or a range.** Never split the cost by part.
- **Never mention hours or time tracking.** We sell outcomes, not time.
- **Bound the scope.** Not "full audit of the site". Say exactly what the work covers.
- **No GA4 by default.** List it as out of scope unless it was agreed.

Before it goes out

1. Search for em dashes.
2. Read each sentence aloud. If it would sound odd in a meeting, rewrite it.
3. Check every figure has a source and a base.