LAW FIRM LAUNCH PROGRAMME · WRITE YOUR TONE OF VOICE

Tone-of-voice one-pager

A short set of principles to write by.

01 How [Firm name] sounds

We write to be understood. Clear over clever, warm but never casual, human over legalese. Someone who reads our words should feel steadier and better informed — never spoken down to.

02 Five principles we write by

Plain English first: if a worried client couldn't follow it, rewrite it. Keep sentences short, one idea each. Explain any legal term the first time it appears, or leave it out. Always say what happens next, so no one is left guessing. Be honest about cost, time and risk — reassurance built on vagueness never lasts.

03 Words we prefer

We say "you", not "the client". We say "we'll", not "the firm shall". We write "get in touch", not "do not hesitate to contact us". Swap [any house phrases you want to retire] for the plain version, every time.

04 The test before anything goes out

Read it aloud as if an anxious client were sitting across from you. If it sounds stiff, cold or clever, it isn't ready. Adapt this page with [your own examples] and keep it where everyone who writes for [Firm name] can see it.

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Want this voice across everything?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us