

# STYLE BOOK 101

## What is it and why do you care?

A Style Book is a type of internal handbook that helps you and your team articulate your business identity and track it in every expression of your promotions. A Style Book helps you capitalize on the promotional work you've already done. A few tweaks guided by your Style Book can help logos, collateral materials, e-sigs, and web presence work together and collectively reflect a focused message.

### A FEW STYLE BOOK MUST-HAVES

#### Definitive versions of company or group name



Be sure that every single mention of your company's name – and its shortened versions – is consistent. Make sure that you and your team have listed only the definitive version(s) of your company's name in e-signatures, in bios, in professional organization member listings, in brochures, and on all your approved social media platforms.

#### Photos of the Team with Shared Vibe



Whether you choose to photograph just the principals or the whole gang, plan to have all photos made on the same day, in the same location, with the same general look and vibe. Use only those photos until you refresh them, perhaps every two or three years. Apply only these photos to bios, to all web presences, and on all social media platforms.

#### Shared Language -- Singing the Same Song



Make sure that all the language you use to describe yourself and your business is consistent. And when you arrive at just the right messaging – use it everywhere. You might apply the language from your favorite bio to all your other introductory materials: your “about” piece on professional organization member listings, the introductory brochures you leave with prospective clients, and especially on all your social media. Keep this thumbnail portrait of you and your business handy both to you and to your team for its varied – and consistent – uses.

**BUT OF COURSE, THERE'S MORE.  
LET'S CREATE A STYLE BOOK  
THAT'S RIGHT FOR YOU AND YOUR BUSINESS.  
CONTACT ME AT  
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