

MONAT®

# Voice & Style

A Writer's Guide

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# *The* MONAT Voice

## Our Audiences

MONAT communications most commonly address our current and prospective Market Partners, our VIP and Retail Customers, the public viewers of our social accounts and website, or a combination of these.

As writers, it's important to understand and remember key attributes of each audience.

### Market Partners Are:

- **Individual readers or viewers**, and should be addressed as such in electronic communications. **“You,”** not “you all” or “all of you” or “each of you.”
- **In most cases, part-timers**, and they are **BUSY**. They have families, other jobs, and many competing priorities demanding their attention.
- **Independent**. They are not our employees, and they don't have to do what we say. They decide every day whether or not to spend time “doing MONAT.” If we make it too hard, too complicated, or just too much, they may not bother—or share MONAT with others.
- **In many cases, NEW**. Our “newbies” may be nervous, uncertain, and lacking confidence. Part of our mission is to *show them the way* to be successful without overwhelming them. *We want* to help build their belief and make them want to build their businesses.

### VIP Customers Are:

- **Defined as customers enrolled (by a Market Partner) into the MONAT VIP Customer Program**, which offers them exclusive perks, including a 15% discount on products and access to exclusive promotions.

VIPs (and Market Partners!) also enjoy access to the Flexship program: a customizable, recurring delivery of their favorite MONAT products that they can schedule for every 30 or 60 days. VIPs enroll with a qualifying product order (\$84 USD or more) and pay a one-time enrollment fee (\$19.99 USD).

**Based on 2022 research, the typical VIP is:**

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

5.



6.



For more details on the VIP Personas [CLICK HERE](#)

**Retail Customers Are** all customers who purchase MONAT products at full retail price. They seldom receive communications that target them specifically, being that most MONAT marketing communications address our VIP Customers and Market Partners. However, we address this broader customer base with largely the same messaging we create for our public audience (see below).

### **Our General Public (and Retail) Audiences Are:**

- **Active on social media** where they encounter MONAT messaging most regularly.
- **Visitors** to our global website, monatglobal.com.
- **Multigenerational.** These audiences include a full spectrum of Gen X, Millennials, Gen Y, and Gen Z consumers.
- **While diverse in interest, demonstrate these common traits:**
  - Seek value in their purchases
  - Prefer authenticity: statistics, data, before & after images, and UGC rather than “staged” or “modeled” content
  - Enjoy friendly and casual yet professional tone
  - Like to view videos, gifs, infographics and similar visuals for information
  - Appreciate to-the-point messaging
  - Interested in personal and professional growth



## Who We Are

Use these attributes of the “MONAT personality” to help inform your writing choices.

WE ARE	WE ARE NOT
Authentic	Misleading
Confident	Arrogant
Direct	Pushy
Consumer-focused (“You”)	Company-focused (“We”)
Aspirational	Unattainable, snobby
Relatable	Everyday, plain, common
Intelligent	Complicated
Kinetic	Static
Fun	Silly
Clear	Cryptic, confusing
Grateful	Presumptuous

## Our Mission as Writers:

To COMPEL ACTION by our audiences that achieves the intended results.

Depending on the audience and the specific message, these actions may include:

### Market Partner

### Customer

### Prospect

Sell products	Buy a product	Enroll as a Market Partner
Sponsor Market Partners	Try a new product	Enroll as a VIP Customer
Enroll Customers	Shop a flash sale	Learn more about products
Attend an event	Schedule a Flexship order	Buy and try products
Qualify for an incentive	Learn more about the opportunity	Attend an opportunity event
Share a promotion	Upgrade to Market Partner	Watch an opportunity video
Define your plan	Make a charitable purchase	Join a conversation
Complete a training	Complete a survey	Participate in a product demo
Achieve the next rank	Share your results	
Volunteer or donate		

## What is ~~NOT~~ our mission?

- X** To be clever for the sake of clever. **X** To impress with our writing chops.
- X** To provide reading for pleasure. **X** To talk about “ourselves.”

### Approach

## It’s about THEM, not US.

Whether it’s a customer seeking product results so they can look better and feel more confident or a new Market Partner working to cover her family’s expenses,

**the story of MONAT is their story. NOT OURS.**  
**SHE or HE is the hero.**

### DO

You now have the opportunity...

Your business is about to blast off!

Save up to 50%! (*the subject is “you”*)

**The *CTA*  
is our DNA.**

—————  
**Action is everything!**

**We don’t just inform.**

***We engage.***

***We compel.***

***We specify the intended action.***

### ~~DON’T~~

We’re super excited...  
 (please never say this!)

We’ve enhanced the program...

We’ve discounted our products 50%!

**First the *WOW*,  
then the how.**

—————  
**Entice the reader with what they  
can get: the award, result,  
savings, experience.**

***Then* tell them what they have to  
do: spend, work, sponsor, qualify.**

## Concise & Precise.

Be immediate. Don't bury the lead. Specific, not vague. Clear, not cryptic.

Our audience should have to do as little reading as possible to get the message and want to act. They are not reading our comms for pleasure.

Convey the main message QUICKLY. Don't make your reader scroll unnecessarily or wade through indirect language to get to it.

### Avoid unnecessary words.

#### DO

MPs who qualify in May

We support

#### DON'T

MPs who qualify in the month of May

We provide support to

- A witty headline can work when it truly speaks to the “what,” but not just for the sake of looking clever. Headlines or long lead-in phrases that don't share actual info tend to “bury the lead.”
- Don't bog down the important info with frivolous, cutesy language.
- Don't take the reader off in an odd or unclear direction.
- This also applies to email subject lines. Be direct and immediate about what's inside.

### Don't repeat yourself.

If you've already explained the offer in the subhead, don't repeat it in the body copy. Don't make your reader read the same thing twice. Only write what needs to be there.

Avoid words and phrases that don't mean anything, sound too informal, or are overused:

✓ That being said ✓ At the end of the day ✓ In other words ✓ Basically ✓ Literally

## Use active voice, ~~not~~ passive voice.

In active voice, your subject takes the action:

The dog chased the cat.  
 We honored our top achievers onstage.

In passive voice, the action “happens to your subject;” i.e. they are “passive.”

The cat was chased by the dog.  
 Our top achievers were recognized onstage.

Active is the preferred, stronger voice. *Use it!*

A key giveaway of passive voice is use of the words  
*was \_\_\_\_\_ ed* or *were \_\_\_\_\_ ed*.

Turn it around and make your subject the doer.

**Avoid “very.” Use a better word.**

Don't say “I'm very tired.” | Say “I'm exhausted.”

**Avoid dangling modifiers.**

*A what?* A modifier describes or qualifies another part of a sentence. A dangling modifier occurs when the intended subject of the modifier is missing from the sentence, and instead another subject appears in its place.

Dangling modifiers often take the form of an introductory phrase that is connected to the wrong thing.

### Dangling

- Fumbling in her purse, the keys could not be found.

### Corrected

- Fumbling in her purse, she could not find the keys.
- As she fumbled in her purse, the keys could not be found.

More examples and how to avoid and correct: [CLICK HERE](#)



# MONAT Style

## Frequently Used Words

**MONAT** is always all-capped.  
Never use “Monat.”

**We Are Modern Nature™**  
(all four words are capped and ™ is used)

**Market Partner or MP**

**VIP Customer or VIP**

**Retail Customer**

**REJUVENIQE®**  
is all-capped and does not have a U after the Q.

**REJUVENIQE light by MONAT™**

**REJUVENIQE S™**

## Product Glossary

**Bookmark and use** for reference when writing product names.

Be sure to include the correct capitalization, punctuation, and ® or ™ marks.

### Sponsor vs. Enroll

- Sponsor: Capitalize when referring to the person.
- sponsor: Uncap when using as a verb.
- Market Partners sponsor other Market Partners.
- Market Partners enroll VIP and Retail Customers.

**Enrollment** is only used in reference to the actual process of signing up, i.e. “enrolling” new Market Partners with their account, ID, etc.

- Market Partners, VIP Customers, and Retail Customers do not “join” or “join MONAT.” They start, begin, or enroll with MONAT.

## DO

Tina is Alice’s Sponsor.

Tina sponsored Alice, her fifth Market Partner this month.

Tina helped Alice enroll online this morning.

Alice started with MONAT in January.

## DON'T

Tina is Alice’s sponsor.

Tina Sponsored Alice, her fifth Market Partner this month.

Tina helped Alice join this morning.

Alice joined MONAT in January.

**Paid-As** Capitalize and hyphenate when used directly before a title or rank:

*All Paid-As MMBs in December are eligible.*

*Valerie was a Paid-As SED during those three months.*

**paid as** lowercase with no hyphen when used separately from the title

*Valerie was paid as an SED during those three months.*

**toward** (not towards)

Say **who** rather than **that** when referring to human beings.

## DO

Market Partners who qualified in December

Trip earners who cannot attend

## DON'T

Market Partners that qualified in December

Trip earners that cannot attend

## Headlines and Subheads

In general:

**Headlines and Subject Lines Are Capitalized Like This.**  
Subheads and preheaders are capitalized like this.

Note in headlines and similar “cap each word” situations:

- **DO NOT CAP** conjunctions or prepositions with 3 or fewer letters: at, for, to, in, of, by, etc.
- **DO CAP** conjunctions and prepositions with 4 or more letters: Than, From, Over, Through, etc.
- **DO** cap verbs, even if 3 or fewer letters: Is, Are, Am, Has, etc.
- **Use periods and exclamation points (and other punctuation) sparingly** in headlines and subheads to keep them clean, and only when they help create the intended tone.

**Never use multiple exclamation points. *Ever!!!!!!!!!!***

Use only one at a time. Use them sparingly. (When we exclaim everything, we emphasize nothing!)

**Bold, italicize, or ALL-CAP** words sparingly for emphasis, or combine them.

***DON'T OVERDO IT!***

## Capitalization

Capitalize proper nouns only in most copy (names, cities, countries, etc.).

Do not initial-cap non-proper nouns or other words for emphasis.

Do not initial cap ingredients unless being used in a headline or subhead. Proper nouns, such as a country of origin or a brand name, should be capitalized as they normally would.

### DO

Amy ate a bagel for breakfast.

New York

Spain

Infused with sage and bergamot

### DON'T

Amy ate a Bagel for Breakfast.

A big City

A beautiful Country

Infused with Sage and Bergamot

## Punctuation

### The Oxford Comma

In MONAT we almost always use the “Oxford comma” (the comma before the “and” preceding the final listed item). Exceptions are in a short headline, for aesthetic “cleanliness.”

- *Barbara writes the product guides, reviews the artwork, and gives final approval.*

### Commas

Put a comma where you’d pause, usually before “but” or “although” when the sentence changes direction.

- *He did his best, but his best was not good enough.*
- *Daisy didn’t eat her food, although she did drink her water.*

Always use a comma when the subject changes afterward.

- *The program doesn’t launch until next year, but Meli wants the copy done today.*
- *Punctuation is important, but some people disagree.*

Don't use a comma if the subject remains the same for the second clause.

**YES**

*Barbara writes the product guides and reviews the artwork.*

**NO**

*Barbara writes the product guides, and reviews the artwork.*

## Dashes and Hyphens

A **hyphen** connects two or more words so they can be used as one, usually to describe the noun that follows:

- **Limited-edition** packaging
- A **game-changing** leader
- A **first-time-ever** offer
- A **once-in-a-lifetime** vacation

An **en dash** is longer than a hyphen but shorter than an em dash. It's used when showing a range of days, dates, times, temperatures, or other quantities or numbers.

- 8 a.m.–6 p.m.
- Monday–Friday
- July 1–10
- 250–450 degrees

An **em dash** is the longest dash. It's used to interrupt or build upon a previous thought. **Interrupting** (em dashes surrounding the interrupting thought):

- *Good writing—and even bad writing—should be punctuated correctly.*
- *MONAT Haircare—our original, bestselling line—is loved by millions.*

**Building on/complementing a prior thought** (often used to “pause for emphasis”):

- *The launch was a defining moment for the company—and the industry.*
- *Passport was an incredible experience—one we will forever remember.*

**At MONAT, we do not surround a dash with spaces.** This is purely a stylistic preference, and surrounding spaces are not incorrect (as long as they are the same on both sides—NEVER a space on one side but not on the other!), but we want to be consistent.

## Keystrokes for typing hyphens and dashes

Type a hyphen using the hyphen key to the right of the zero key.

### Type an en dash on a Mac keyboard:

- ✓ Option + hyphen key
- OR
- ✓ Type the prior word.
- ✓ Type a space.
- ✓ Hit the hyphen key.
- ✓ Type another space.
- ✓ Type the next word.
- ✓ The hyphen becomes an en dash.
- ✓ Now go back and close both spaces.

### Type an en dash on a PC keyboard:

**Alt+0150**

### Type an em dash on a Mac keyboard:

- ✓ Option + Shift + hyphen key
- OR
- ✓ Type the prior word.
- ✓ Type a space.
- ✓ Hit the hyphen key twice.
- ✓ Type another space.
- ✓ The two hyphens become an em dash.
- ✓ Now go back and close both spaces.

### Type an en dash on a PC keyboard:

**Alt+151**

**Pro tip:** Uncommon characters can be found via Insert > Advanced Symbol, but you can also simply save a Word doc as “scratch paper” and save any odd characters you use regularly (such as that pesky degrees circle symbol thingy), then open it up and just copy/paste so you don’t have to go find them. OR use the internet to look up, copy, and paste symbols if you don’t know the keystrokes.

## Apostrophes and Plural vs. Possessive

An apostrophe is only used to indicate possession, never plurality.

Don't use an apostrophe when making a noun plural, even if the noun is written in letters as an abbreviation.

### DO

Our Canadian Market Partners are incredible.

Our Canadian MPs are incredible.

We love our VIPs.

### DON'T

Our Canadian Market Partners' are incredible.  
Our Canadian Market Partner's are incredible.

Canadian MPs' are incredible.  
Our Canadian MP's are incredible.

We love our VIP's.  
We love our VIPs'.

## Time

### Time periods

**a.m. or p.m.** (not AM, PM, am, or pm)

### Time Zones

**ET, MT, PT are always correct.** (They do not specify Standard or Daylight Savings Time and refer to the current time in a particular time zone.)



**Only use EST, etc.** during Standard Time (January 1–March 9, 2024 and November 4 – December 31, 2024)



**Only use EDT, etc.** during Daylight Savings Time (March 10 – November 3, 2024) and in zones that convert to DST.  
TIP: When unsure, Google it.

## Date and Time Ranges

Don't repeat the time period, month, or year if they are the same at the beginning and the end of a range.

### DO

9–11 a.m.  
9 a.m.–1 p.m.

January 1–15, 2024

January 1–April 30, 2024

January 1, 2024–January 31, 2025

### ~~DO~~N'T

9 a.m.–11 a.m.

January 1–January 15, 2024  
January 1, 2024 – January 15, 2024

January 1, 2024–April 30, 2024

**Don't put "th" on dates. Just the number.**

### DO

The promotion ends November 15.

### ~~DO~~N'T

The promotion ends November 15th.