

Writing for Plymouth Rock: Quick Tips

Writers Block? Check out our official style guide. | ★ **Corporate Font: Arial** | **Tagline:** More Than Just Insurance. Plymouth Rock Assurance®



Look Smart.

It's important to be consistent when we communicate with our customers, prospects, and agents. Here are some stylistic things to consider when you write:

Building connections with your audience: Customer first

- 1} Always put the reader first (NOT Plymouth Rock)
- 2} Shift your thinking, and your writing will follow

One simple yet powerful way to do this is to **change the pronoun order** of your sentences.

For example...

BEFORE: "We're excited to announce more competitive pricing..."

AFTER: "You'll notice more competitive pricing..."



Features vs. Benefits.

When you're writing about a product or service, emphasize its benefits instead of its features.

For example:

Feature-oriented {Waiver of depreciation} covers the repair of replacement of older vehicle parts that have been damaged in a covered loss.

Benefits-oriented {Waiver of depreciation} can save you money on repairs or replacement parts, especially if you own an older vehicle that's been damaged in a covered loss.



Tone/Voice

We're competent and knowledgeable, approachable and friendly, but not too informal. So how should you do this?

Use contractions.

As a rule, it's always better to write the way you speak when communicating with customers, prospects, and agents.

Want some examples? Say:

- "You're" not "You are"
- "It's" not "It is" (but watch out: "Its" is NOT the same as "It's" which = "It is")
- "We're" not "we are"

After all,

"Here is what we are doing to improve customer service."

Sounds much more stilted and unfriendly than:

"Here's what we're doing to improve customer service."

Speak directly to your readers in an approachable, friendly way.

- **You first.** "You're going to get a great rate, and even better service, when you switch to Plymouth Rock Assurance."
- **In lieu of "you"**...say "customer," especially when you're writing for our customer audience; avoid terms like "policyholder," "insureds" or "claimant"
- **Spell it out.** Avoid using acronyms like "PRAC" (use: "Plymouth Rock")



Avoid clichés

Clichés are words or expressions that are used so often they've lost their meaning.

Top insurance clichés to avoid, now and forever

- Peace of mind (the ultimate insurance writing no-no)
- Protect, protection (tied for first place)
- Needs ("for all your insurance needs")
- Committed, commitment
- Leader
- Integrity
- Number One, #1
- Exciting (includes: We're excited to announce; We're pleased to announce)

Registered Servicemarks and Trademarks:

Use only one time—the first time you mention these terms:

- Crashbusters®
- Deductible Dollars®
- Door to Door Valet Claim Service®
- Door-to-Door®
- Get Home Safe®
- More Than Just Insurance. Plymouth Rock Assurance®
- Mt. Washington Assurance®
- Pledge of Assurance®
- Plymouth Rock Assurance®

Space out.

Use only one space (not two) between sentences. Putting two spaces between your sentences is outdated.

Don't be gimmicky.

Go easy on the exclamation points. Never use symbols in place of letters. (It's smart to "Save money" but not to "\$ave money")

STOP YELLING.

Writing everything in caps = you're yelling at us. Ouch.