



# Voice and Tone



# Our Voice Statement

## You can hear it in our voice: We love what we do.

That joy, that passion, that love shines through with a radiance we can't quite contain. Our encouraging tone inspires customers to believe in themselves, echoing our commitment to their success as they blaze their own trails to promoting happier, healthier lives.

## You can hear it in our voice: We're human.

Our voice is conversational. We use plain, everyday words that sound natural and authentic. Professional and helpful, confident yet humble. We speak to our customers like trusted friends, with an inclusive and personal tone, and never with a one-size-fits-all mentality.

## You can hear it in our voice: We're dedicated.

Our customers inspire us to be better. We share their journeys and power their passions. We speak with intention, and our voice reflects our values as we work and play our way to health and wellness together.

# MINDBODY Voice and Tone Guide

Do you communicate with MINDBODY customers? If you talk, chat, send texts, write error messages or send emails—this guide's for you. We know communication can be tough, so feel free to reference this whenever you need a refresher on how to make your voice recognizable as a MINDBODYian.

Inspired by our core values, this tool is an evolution of our One Voice program that helps us speak collectively as one. We know our communication is powerful and impactful, and we've learned through Design with Heart that we should be thoughtful about every interaction we have with the outside world. Those insights led us to this guide—created by MINDBODYians, for MINDBODYians. Woo Hoo!

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## Our Brand Promise

We share our clients' journeys and give them the right tools to manage and grow their businesses with power and confidence.

Inspired by our clients, the brand promise lets us see MINDBODY through their eyes. Understanding their perspectives makes it easier for us to empathize with them and influence their perception of us through our communication.

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## Our Voice

What do you sound like when you speak? Confident? Introverted? Open-minded? Insightful? Those qualities describe your personality—but people hear them in your voice first. MINDBODY has a voice, too. From Sales to Payments, our customers should hear a consistent voice no matter who they're talking to. Different situations may call for different tones (for example, you'd speak to someone who's upset about their subscription fee differently than you would a customer who just downloaded the MINDBODY app), but for now let's focus on the fundamental qualities of our voice that are always there.

Think of HARI when you're communicating with a customer; it's an acronym for the attributes that make up our voice. In Greek, hari means grace and kindness which aligns perfectly with our core values of being humble, helpful, caring, and happy.

### Our voice shows the world that we are:





# Human

MINDBODY started like any other tech company, but we set ourselves apart by developing human connections with our customers. From tech support calls and text messages, to one-on-one training sessions and conferences like BOLD, these personal interactions strengthen our relationship with our customers and keep them coming back. We're always trying to find the balance between being professional and connecting with our clients on a personal level.

## Here are a few tips on how to be clear without sounding like a robot:

- Avoid jargon. Not everyone is familiar with MINDBODY terms.
- Use contractions (like "you're" instead of "you are") to sound more natural and help customers follow you more easily.
- Read what you've written out loud and have someone else review your work whenever possible.
- Don't be afraid to explain. If you think something is confusing, our clients are probably confused by it, too.
- Keep it appropriate. Our language may be casual, but that doesn't mean it's okay to call a customer "sweetie" or use profanity.

### Human is ...

Relatable  
Friendly  
Helpful  
Conversational and natural  
Clear

*Example:* Welcome to the MINDBODY Support Center. We're here to help

### Human isn't ...

Chatty or one-sided  
Overly emotional  
Condescending or forced  
Too casual  
Robotic

*Example:* Navigate on over to our pricing options page, or set up a super-quick 1-on-1 with one of our smart and friendly sales reps.

#### Define Human <sup>1</sup>

- Of, relating to, or affecting people
- Typical of people
- Having qualities that people usually have

<sup>1</sup> "human." Merriam-Webster.com. 2016. <http://www.merriam-webster.com/dictionary/human>

# Authentic

Authenticity is about staying true to our company core values, regardless of the opportunities we're given or the challenges we face. We show our authentic selves by being direct with our customers, listening to their problems and recognizing we don't have all the answers—but doing our best to find them. MINDBODY chose each of us because of our ability to make good judgments while still retaining our unique personality. Our individuality may come out in how we dress, but our authenticity as a company shows in our competency, reliability, and empathy.

## Here are some ways to make sure your authenticity comes through in your voice:

- Be honest and direct. No one likes a fee increase, but there are legitimate reasons for one, and ignoring it won't make it go away. In fact, MINDBODY makes it a point to proactively let subscribers know about fee increases.
- Avoid using words that most people don't understand in order to sound professional. It can come across as inauthentic.
- Sometimes a situation may call for a little humor, but if a client's time or money is at stake, it's strictly business.

### Authentic is ...

Genuine  
Trustworthy  
Accountable  
Purposeful and considerate  
Honest and direct

*Example:* I have some ideas to help get your deals the attention they deserve

### Authentic isn't ...

Fake  
Oversharing  
Overly apologetic  
Authoritarian or heavy-handed  
Blunt or overly-candid

*Example:* I'm sorry that the team mishandled your account. I've seen that happen more than once. It must be so frustrating. I would be upset too!

#### Define Authentic <sup>1</sup>

- Real or genuine, not copied or false
- True and accurate

<sup>1</sup> "authentic." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/authentic>

# Radiant

At MINDBODY, we love what we do—and we’re inspired by our customers and their passion. Their radiance is contagious; it’s easy to feel their joy, and we can reflect that in our voice. For many, they’ve made a decision to open a wellness business or try a new fitness routine, and that’s bold. Our blog includes stories about clients who’ve found success after signing up with MINDBODY. Just knowing that helps them build confidence in us.

## Make your words radiate by:

- Approaching clients with empathy. Show them that you understand their needs.
- Keeping a positive attitude. You may not know what to do in every situation, but that’s okay. Thinking positively about a task will help you radiate with confidence.
- Being confident in our products. If the software isn’t working for a particular client, it may be because they haven’t found the right tools yet. That’s where you come in.
- Not overusing punctuation marks. Use exclamation marks sparingly, and only when you would actually raise your voice. A misplaced exclamation mark can make the user think we’re yelling at them.

### Radiant is ...

Positive  
Inspiring  
Self-assured  
Joyful  
Fun-loving  
Appreciative

*Example:* Carve out a little time for things that make you happy. Book something just for you. (We’re currently in love with foot massages.)

### Radiant isn’t ...

Chatty or one-sided  
Overly Emotional  
Condescending or forced  
Too casual  
Robotic  
Obliged or beholded

*Example:* Love yourself and all the awesomeness that is you! Spread your love by booking something with one of your favorite providers in the MINDBODY app!

### Define Radiant <sup>1</sup>

- Having or showing an attractive quality of happiness, love, health, etc.
- Bright and shining
- Sent out from something in rays or waves that you cannot see

<sup>1</sup> “radiant.” Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/radiant>



# Inclusive

MINDBODY customers are a diverse group, including Bikram yoga teachers, barre instructors, personal trainers, pedicurists and more. Not only do they come from different professional backgrounds, they come from all walks of life. We should always consider who we're speaking to and connect with each customer as an individual. Running a business can feel overwhelming—and that's why sometimes the way we can help the most is by reminding our clients that they can do it, and they have a partner by their side.

## Here are a few tips to make it clear we're open to everyone:

- Use inclusive language, like "we" and "us," to let our customers know we're in this together and we share their journey.
- Avoid using specific examples that would cause a business to feel excluded or singled out, like focusing an email on salon services when the audience includes all businesses in North America.
- Offer our clients multiple ways to connect with us including phone, email, live chat, text, forums and social media.
- Share their excitement! It can make an awesome experience even more awesome when you have someone to share it with.
- Do your research. You're not expected to know the differences between each of the martial arts, but if you're writing about karate, make sure you're not calling it kung fu.

### Inclusive is ...

Humble  
Compassionate  
Empathetic  
Kind  
Encouraging

*Example:* We have some great resources to help you prepare for the holidays, but we'd like to hear more about how you get your business ready.

### Inclusive isn't ...

Patronizing  
Sympathetic  
Pitying or coddling  
Overly familiar  
Too technical or forceful

*Example:* The software is so easy to use and it works for every kind of business. It can brew your coffee and feed your cat. You've got this!

#### Define Inclusive <sup>1</sup>

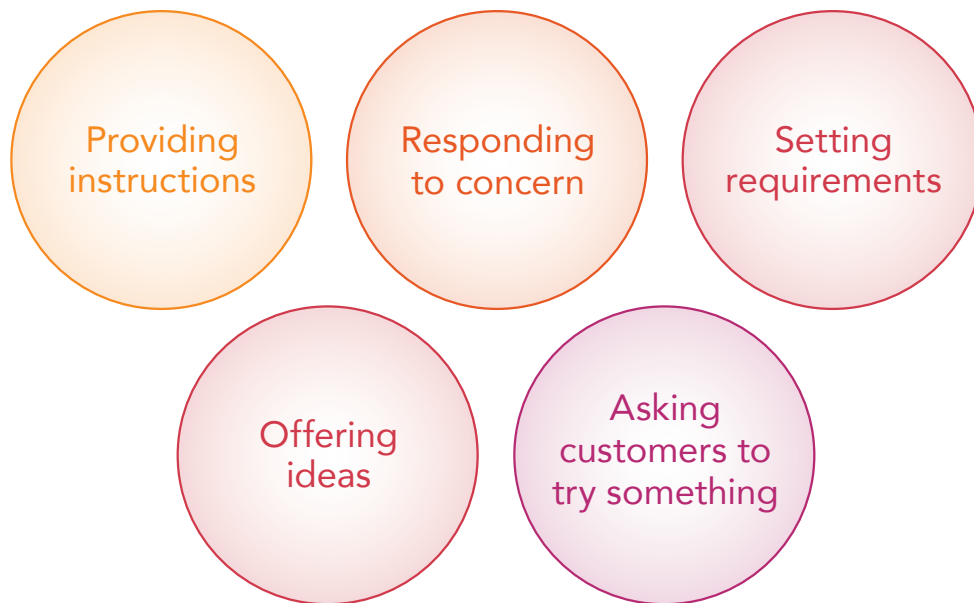
- Covering or including everything
- Open to everyone, not limited to certain people

<sup>1</sup> "inclusive." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/inclusive>

## Our Tones

MINDBODY has a distinct voice, but we adjust it based on our environment, the people we're talking to, and their emotional state. If voice reflects personality, then our tone is our mood. Applying the right tone to the MINDBODY voice is one way we show our humanity and communicate effectively.

### Examples of situations when we use different tones:



# Providing Instructions

Have you ever tried to build something using a confusing set of instructions? All the information is there, but somehow it's just not helpful. The MINDBODY Support Center is our instruction manual, and we write it using a **helpful, guiding** tone. This tone reflects the empathy we have for people who have also used unclear directions before. Whether a customer has a question about how to set up contracts, is looking for information about one of our business partners, or is simply using our products, this tone lets them know that we're knowledgeable and committed to getting them what they need.

## When to use a helpful guiding tone:

- Support Center articles and videos
- Contextual help (tipsies, tours, tool tips)
- Status and error messages
- Informative emails
- Responding to customers' questions
- Tutorials

### Helpful and Guiding is ...

Caring  
Happy  
Friendly  
Informative  
Sincere  
Knowledgeable

### Helpful and Guiding isn't ...

Coddling  
Giddy  
Flippant  
Condescending  
Unconvincing  
Swaggering

## Examples of Helpful and Guiding:

- Here's a helpful article with instructions for setting up appointments within your site. Please feel free to submit a callback request here if you need assistance with setup. We're happy to help.
- You can sort the info in a column by clicking the column name.

### Define Helpful and Guiding

- **Helpful**<sup>1</sup>
  - Making it easier to do a job, deal with a problem, etc.: giving help
  - Willing to help other people
- **Guiding**<sup>2</sup>
  - A person who leads or directs other people on a journey
  - A person who shows and explains the interesting things in a place
  - A person who helps to direct another person's behavior, life career, etc.

<sup>1</sup> "helpful." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/helpful>

<sup>2</sup> "guiding." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/guiding>



# Responding to Concern

If a customer is contacting us and they're experiencing an issue, it's likely costing them time and money. It's easy to empathize with their frustration, but they'll stay frustrated until they feel like someone is trying to help. A **reassuring, supportive** tone lets them know we're here for them, we're on their side, and we're dedicated to solving their issue. We can use it to build up a customer's confidence, trust, and peace of mind.

## When to use a reassuring and supportive tone:

- MINDBODY Support Center
- Emails in response to a customer's problem
- Tech support phone call and live chat
- Messages to offer assurance to a customer who is confused
- Times when you need to reinforce that we take the customers' needs seriously
- Questions about the safety and security of our products

## Reassuring and Supporting is ...

Understanding  
Compassionate  
Empathetic  
Encouraging

## Reassuring and Supporting isn't ...

Patronizing  
Coddling  
Pitying  
Pushy

## Examples of Reassuring and Supporting:

- Thank you for contacting us about the MINDBODY app. Our development team is working hard to make the app as convenient and easy to use as possible, which includes adding new content on a regular basis.
- I know how frustrating this is. I think I have a solution for you.

### Define Reassuring and Supporting

- **Reassuring**<sup>1</sup>
  - To make (someone feel less afraid, upset, or doubtful)
- **Supporting**<sup>2</sup>
  - To agree with or approve of (someone or something)
  - To show that you approve of (someone or something) by doing something
  - To give help or assistance to (someone or something)

<sup>1</sup> "reassuring." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/reassuring>

<sup>2</sup> "supporting." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/supporting>

# Setting Expectations

When you need to tell our customers about rules or policies, call in an administering tone. It's direct, firm, factual, unbiased, and ranges from gentle (when you're educating or reminding customers of our rules) to strong (when you need to warn customers that they've violated a policy). It's also effective for letting customers know that we take them—and their business—seriously.

## When to use an administering tone:

- Describing MINDBODY policies on our website
- Informing a customer in an email warning that they've violated a policy
- Reminding a partner about our business standards and practices

### Administering is ...

Clear  
Firm  
Fair  
Consistent

### Administering isn't ...

Vague  
Heavy-handed  
Biased  
Wavering

## Examples of Administering:

- Before we can move forward, we need to hear from you. Please get back to us by the end of the day today—and let us know if there's anything you need.
- Your software subscription has been canceled and your MINDBODY site was deactivated due to non-payment. To reactivate your site and update your account, contact our billing team.
- We're really sorry about the software issues that caused you trouble. Though we can't compensate customers when there are issues with the software, we'd like to give you one month of free service. We'll do everything we can to make sure this doesn't happen again.

### Define Administer <sup>1</sup>

- To manage the operation of (something, such as a company or government) or the use of (something, such as property)
- To provide or apply (something, such as justice) : to put (something) into effect
- To give or present (something) officially or as part of a ceremony

<sup>1</sup> "administer." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/administer>

# Offering Ideas

We may have best-in-class software, but if no one knows or cares, it doesn't matter. Through product marketing, we can show people why they should care, and help them trust us. We do this by using a tone that's **motivating and compelling**, without being annoying. It can be conversational, friendly, and funny, but make sure it's always authentic.

## When to use a motivating and compelling tone:

- Value propositions
- Promotional messages
- Product marketing and merchandising
- Offers and loyalty programs
- Invitations to attend events or webinars

### Motivating and Compelling is ...

Encouraging  
Convincing  
Smart  
Fun-loving

### Motivating and Compelling isn't ...

Pushy  
Sales-pitchy  
Superior or self-important  
Goofy

## Examples of Motivating and Compelling:

- Get inspired with ten reasons to join us at the BOLD MINDBODY Conference. Check out this blog post, then register to reserve your spot today. But hurry, classes are filling up fast!
- Take the next step on your business journey. Request a demo today and see for yourself why 55,000 business owners around the world trust MINDBODY.
- Thank you for contacting us. We have multiple options to integrate your business website with MINDBODY: The first option is ...

### Define Motivating and Compelling

- *Motivating*<sup>1</sup>
  - To give (someone) a reason for doing something
  - To be a reason for (something)
- *Compelling*<sup>2</sup>
  - Very interesting, able to capture and hold your attention
  - Capable of causing someone to believe, agree, or take action

<sup>1</sup> "motivating." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/motivating>

<sup>2</sup> "compelling." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/compelling>



# Asking Customers to Try Something

Learning how to use a piece of software can be intimidating for anyone, and even more so for people who aren't familiar with computers. When you're encouraging someone to try a new feature or provide feedback, the best way to approach them is with an inviting tone. It will encourage their curiosity and make them feel like they have a partner—because they do!

## When to use an inviting tone:

- Messages encouraging subscribers to join the MINDBODY Network
- Emails encouraging people to verify their information
- Invitations to send feedback, read help content, or check out other new in-app features

### Inviting is ...

Welcoming  
Friendly  
Open  
Encouraging

### Inviting isn't ...

Pushy  
Over Familiar  
Uninhibited  
Forceful

## Examples of Inviting:

- Welcome to your Client Acquisition dashboard. Keep an eye on your client activity and measure the effectiveness of your marketing channels.
- Looking for answers? You'll find them in our new support center!
- Live healthier and happier—Yoga, massage, group fitness, barre and more. Find the experiences that you love, and book them instantly on the MINDBODY app.
- Welcome to the Support Community and congrats on your first post! We encourage you to take a look around, get to know other community members, and join in on any discussions that are relevant to your business.

### Define Inviting <sup>1</sup>

- Attractive in a way that makes you want to do something, go somewhere, be near someone, etc.

<sup>1</sup> "inviting." Merriam-Webster.com. 2016.<http://www.merriam-webster.com/dictionary/inviting>