Editorial style guide



We create a six-page technical writing guide with examples from the client’s own documents.

Who it helps

Product owners and technical support teams

The problem to solve

Inconsistent instructions can make documents hard to scan, especially when different writers describe the same action.

Working through the brief

1. **Review representative documents**

   Gather the agreed inputs. Current documents or article inventory, terminology and content owners.

2. **Define six pages of writing rules**

   Track “Writing rule” and “Client example” together so the reviewer can connect the source information to the result.

3. **Check examples with the client**

   Use the guide and examples to align writing decisions and make future reviews more consistent.

4. **Check the scope at handover**

   Product fact approval stays with the client. Translation and third-party licences are separate.

Worked example

Two writers describe the same action as “select” and “activate”. Choose the approved term and show it in context.

Read the service scope / DOC-021

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