



ECN Content Style Guide

Your unique voice is what makes You and EC Newsletter stand out with – e.g., blogs, articles, podcasts, YouTube content, classes, and online events.

Messaging Strategy

Reframing quality of health:

- We are **Very aware**: everyone is in search of better health
- **The reframing**: We are here to shift the mindset and conversation to the benefits of Medical Cannabis and the Endocannabinoid System.
- **How**: Educate with facts based on research and anecdotal experiences.

Cite Your Work

Cited work gives you and EC Newsletter credibility

- Cite work with **research and facts** where possible.
- Make a **claim, a statement, or a conclusion** that **answers** a question with **scientific facts**.
- Cite evidence with **data and observations** that are **appropriate and sufficient** to support the claim.
- Give justification to **connect the evidence** to the claim, showing why the data is evidence **using scientific principles**.
- Cite reviews of what **health challenges improve** with the **ECS and Medical Cannabis** use.
- Share **your story** of how you use cannabis to treat your health and symptoms to **improve your life's quality**.

Note Knock It Out of The Park

- Following these simple guidelines will help **ensure** your content submission is not sent back for clarification.
- For all contributors submitting written articles/blogs, run through **spell check or Grammarly** before submitting your content.

With your Content let readers hear your

- **Distinct Voice** it brings your brand's distinctive personality and what readers should always think about you.
- **Unique Tone** that meets the reader's needs, where they are.
- **Style utilizing** standard English usage with your twist.

Be Careful

- **DO NOT** make claims or promises of miraculous cures, wonder drugs, and other extreme statements unless there is proof to these claims.
- **NEVER** regard information as medical advice. Only a medical professional can give medical advice after consulting with you and gaining knowledge about your specific condition.
- Avoid plagiarism **NEVER** present someone else's words or ideas as your own without proper acknowledgment of the source.



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Voice

Voice is consistent, it describes your brand's distinctive personality and what readers should associate with you.

Creating Positive Perceptions

Always be perceived as:

- **An established leader in our industry**
- **Experienced experts** with a competitive edge that empowers readers to **evolve** and **adapt**
- **Champion of innovation** and **progress** with an eye toward the future
- **Human** who focus on building **relationships**
- **Straight-shooter** who gets **to the point**

Avoiding Negative Perceptions

Never be perceived as:

- **Aggressive** or **pompous** when you seek to be persuasive
- Undermining your professionalism with **inappropriate informality**
- **Tied to the past**

Tone

Tone is welcoming, it is informative, and encouraging. Your reader doesn't want to be sold to; they want the facts.

Creating Positive Perceptions

- Be **straight-talking**
- Content should be **easy** both in word **choice** and **platform**
- Add a dash of **respectful wit**, should the opportunity arise
- Demonstrate **understanding** of their **challenges** and **acknowledge** them

Avoiding Negative Perceptions

- Avoid Long sentences, **Cannabis Slang**, and jargon.
- Reject **inappropriate** or **ill-timed humor** that demonstrates a lack of situational awareness.
- Resist over-complicated, **theoretical explanations** that show you don't know our audience.

Formatting

Capitalization

As we work to change the mindset around Medical Cannabis, we have identified a few words that we want to give authority with Capitalization.

- **Cannabis**
- **Cannabinoids**

Titles and Abbreviations

If you mention an institution, organization, and/or medical /scientific terms, state the whole name first followed by its abbreviation in parentheses. All following references can be abbreviated.

- Correct Formatting of an institution/organization **first time** - The Cannabis Coaching Institute (CCI)
- **Second-time** correct Formatting of an institution/organization - CCI
- Correct Formatting of a medical/scientific term **first time** - Endocannabinoid System (ECS)
- **Second time** correct Formatting of a medical/scientific term - ECS