

## Urban Dealight Style Guide

Remember who you are writing to, what you are writing about, and why our readers should care. It is important to focus on the deal being offered, not the other services or products offered.

### Style and Tone

- Avoid aggressive tones.
- Clear communication to the reader. What you say and what you mean should not be debatable. Jokes should be obvious, and most of the time emphasized with *italics*, or word play, or ~~not~~ word play.
- Be positive. If you do decide to bring up a negative point... well don't. Stay positive.
- When using italics or parentheses, don't italicize parentheses unless it's part of the joke. Ellipses are commonly italicized, but parentheses are not. For example: (...*that's what she said*).
- Don't make assumptions, unless it is an assumption that is funny because it is blatantly obvious that it is not true.
- For example: *Everyone in the world needs a massage... even Superman is known to have had a few.*

### Structure and Length

- First paragraph needs to be kept to 40-45 words with the deal included and mentioned.
- Write-ups need to be at least 250+ words.
- Do not indent paragraphs, instead make a new line.
- The write-up should consist of about 4-5 small paragraphs.
- Sentences should more often be shorter in length, than long.

### Citations and References

- Italicize publications
- Provide links at the bottom of the article if using a reference to awards.
- When using lingo from website, no need for quote marks to identify. We're allowed to use anything on the website.
- Put awards in quotations
- If publication not cited, then italics only.
- Any sites should be listed with a .com or .net behind it. They should also be italicized, *Yelp.com, Urbanspoon.com*.
- When listing awards and award titles put quotation marks around the name of the award and italicize who gave them the award (possible link to the article also). Burger House was dubbed "Best Burger" by *The Houston Chronicle*.
- Capitalize all menu items when being listed, or written about.

### Money, Numbers, and Time

- When referencing price, say \$45 (no need to write out “dollars”).
- When it comes to numbers, use the numerical form as much as possible.  
For example: They’ve been in business for 9 years. Buy 6 massages for \$20.
- When referencing time, use this format: 9 p.m.
- Hyphens are accepted and expected with times.  
For example: 1-hour treatment, 30-minutes before eating.
- Use ½ instead of half (unless it looks odd).
- When describing how long a treatment is, use a dash instead of a space (45-minutes). To make something stand out... especially sarcasm... utilize italics. (Really... they are the best in salon in the world.) (They are awesome.) Play with word formats this way. Emphasize points and voice this way also.

### Grammar

- Use the Oxford Comma when you an item in a series.  
*For example: At Daffodil Salon, they offer relaxation massages,*
- Use active verbs, avoiding the passive voice whenever possible. If you are stuck on an “is, has, was, had, and so on,” try referring this [website](#) for helpful suggestions.
- Avoid using 1<sup>st</sup> person. If something you’re writing calls for an *I*, replace it with a *we*. *We* is okay, and *you* is necessary. However, there should never be more than approximately 5 *you*’s in a write-up. After writing, go back through and try to reword the sentence to eliminate
- Use contractions more often than not.
- Avoid reflexive pronouns where the subject becomes unclear
- If you use “it” to be quick, go back over it and challenge yourself to think of a new way to describe the subject.
- Avoid using the very “get” unless it is in the first paragraph and saves space

### Hyperlinks

- Feel free to link to other sites when appropriate.  
*For example: Want to practice Jazz Hands? The link directs the reader to the Wikipedia entry for Jazz Hands.*
- Put a link to the reviews cited in the write-up. Provide the link at the bottom of the submission.

#### ADDITIONS:

Mani-Pedi is the proper format for a condensed manicure and pedicure.