

# The Felt Store

## Editorial Style Guide

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### 1. EDITORIAL VOICE & TONE

In general, The Felt Store communications should be friendly, knowledgeable, and authentic. The voice, or persona, for the brand should be confident, but also friendly and personal. The Felt Store should not sound trite, institutional, or salesy. We want to speak clearly and simply, without gimmicks.

Examples of How Not to Write:

**The Felt Store Designer Felt is available in quantities of high-quality processed 250 g./sq m. merino wool. This cutting-edge product drives world-class finishes across the spectrum of industries. It meets the human-ecological standards according to the Oeko-Tex Standard 100.**

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This description relies on overused adjectives (high-quality), vague corporate-speak (world-class, cutting-edge, drives), and unexplained insider terms (human-ecological standards). It is also unclear how this product actually improves customers' lives.

**Looking for the best quality felt the industry has to offer? Well, you're in luck! The Felt Store Designer Felt is absolutely THE finest textile, made from 100 percent merino wool and offered in simply gorgeous colors. Buy now!!**

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This copy has been inflated with empty or over-the-top adjectives like “absolutely,” “best,” and “huge.” With excessive exclamation marks, it sounds too enthusiastic to be genuine.

## 2. GUIDANCE FOR WRITING PRODUCT DESCRIPTIONS

1. Gear your content to your target buyer.
2. Directly address the reader: use *you*.
3. Focus on the benefits, not just features.
4. Consider your target audience's key needs, both practical and felt, and how this product will meet them.
5. Connect with your reader in the description paragraph - save the technical details for the specs list.

Example:

When it comes to home repairs, nothing's worse than those accidental nicks and scratches that ruin your prized hardwood or furniture. Dents happen, but most don't realize there's an easy solution. The Felt Store's Wool Felt Hammer Head allows you to protect your door frame molding, drawers, dowel, and hardwood flooring installations while you work. Simply place the high-density industrial wool hammerhead over your hammer and enjoy a flawless finish every time.

## 3. PRODUCT TITLES

1. Capitalize all words except prepositions (*with, of, by*) and conjunctions (*and, or, for*)  
E.g. Cork Sheets with Adhesive: 3 Piece Set.
2. Capitalize both words in a compound adjective (Heavy-Duty).
3. Measurements are symbolized (“”) rather than spelled out (inches) or abbreviated (in).  
This helps keep the titles within the character limit and avoid confusion.
4. *By* is symbolized with a capital X.  
E.g. Cork Sheets with Adhesive: 24” X 36’ X ½”, 3 Piece Set.
5. For the sake of clarity, dimensions include an indication of length versus width versus thickness. Order is width, then length, and then thickness.  
E.g. Cork Sheets with Adhesive: 24” Wide X 36’ Long X ½” Thick, 3 Piece Set.

## 4. PRODUCT DESCRIPTIONS LAYOUT

Direct website descriptions include the following elements:

**Title:** usually name of product followed by an em dash (-) (use a colon for Amazon) and dimensions and/or quantity

**Heading:** summarize product benefits or uniqueness and grab the reader's attention

**Paragraph description:** 3-5 sentences; usually highlights customer needs, product benefits, uses, and unique features.

**Disclaimer text:** if there are tolerances, alternate sizes, or potential discrepancies between advertised and actual color

**Specs list:** includes relevant product specifications, such as content/quality, size, thickness, color, features, benefits, and recommended uses. In an Amazon description, this section is replaced by the Amazon bullet points.

Example:

Designer Felt Placemat - 13.75" Wide X 17.75" Long X 3mm Thick

### **You've Just Found the Ultimate Placemat**

Our felt placemats are more than just soft, brightly colored table accents. Made from 100 percent merino wool, these mats uniquely repel liquids and resist moisture. In other words, they're easy to spot clean and really hard to stain. Savor delectable meals around the table or patio knowing your placemats are made with no health-harming substances.

This product is also available in packs of 2 or 4.

Specs

**Content:** 100% merino wool felt.

**Dimensions:** 13.75 inches x 17.75 inches.

**Thickness:** 3mm.

**Color:** Brown.

**Features:** Eco-friendly vegetable-based, colorfast dyes; biodegradable material.

**Benefits:** Stain-resistant, wicks away moisture and liquids, color will not fade over time.

**Human-friendly:** This product is certified free of harmful substances according to the Oeko-Tex 100 Standard. We use vegetable-based dyes for all our 100% wool felt products.

## **4. EDITORIAL GUIDELINES**

The Editorial Style Guide is intended to help writers and editors communicate clearly and consistently about The Felt Store in print and electronic media. The guide recommends ways to

present information about the company and its products and services. It addresses the most common questions that arise at The Felt Store about titles and tricky wording, but it is not a comprehensive grammar manual or dictionary. The Felt Store marketing team may continue to update the guide as various issues of usage and style evolve.

For more detail on capitalization, punctuation, and abbreviation, please see *The Chicago Manual of Style*, the company's standard reference.

#### **4A. Language**

Use US English in all electronic media communications (*color* not *colour*; *fibers* not *fibres*; *gray* not *grey*; *molding* not *moulding*).

#### **4B. The Company**

1. Amazon product descriptions should include a reference to The Felt Store before the product name (The Felt Store Acrylic Felt Sample allows you to find the right color before you buy a large quantity).
2. After initial mention of The Felt Store, the more informal TFS is acceptable, except in product descriptions.

#### **4C. Abbreviations**

1. In general, omit periods for abbreviations (SAE, TFS, USD).
2. Do not use & for *and*.
3. Do not use % for *percent* except in product titles, specs lists, and bulleted lists.

#### **4D. Capitalization**

1. Capitalize the name of a product when it is given in full: Premium Felt with Adhesive, White Polyester Felt, Felt Pad Assorted Kit, etc.
2. Lowercase informal or generic references to products unless the word is normally capitalized: nylon, insoles, craft felt, heavy-duty felt pads, etc.
3. In product titles and product description headings, capitalize all words except conjunctions, articles, short prepositions: Ultimate Floor and Furniture Protection.
4. In product titles and description headings, capitalize short verbs like *is* and *be*: What Is Felt?
5. In a title containing a hyphenated compound word, both parts are usually capitalized: Heavy-Duty Felt Pads, Ultra-High Peel Adhesive.

#### **4E. Units of Measurement**

1. Use feet for products sold by the foot, yards for products sold by the yard, and inches for product dimensions.
2. Use either millimeters (mm) or inch fractions (1/4) for smaller measurements, such as product thickness.
3. When writing out product title, use abbreviations for the product measurements; the order should be width, then length, and then thickness (9" Wide X 12" Long X 1/2" Thick).
4. Spell out units of measurement in product descriptions or Amazon bullet points (9 inches wide x 12 inches long x 1/2 inch thick).

#### **4F. Numbers**

1. In product descriptions, spell out numbers zero through nine and first through ninth.
2. Use numerals for most values of 10 or more.
3. Always use numerals in product titles, Amazon bullet points, and Specs section of direct website descriptions: 4 Pack, 450°F, etc.

#### **4G. Punctuation**

1. Use a comma before the last item in a series: Polyester felt has excellent resistance to heat, abrasion, and aging.
2. Use a period (.) after every line in the Amazon bulleted list and the Specs section of a product description.
3. In headings and carousel banners, use exclamation points (!) only for exclamations (Wow! Look Out! Oh Boy!). Frequent exclamation points make us look like we're overselling our products. As one blogger said: "Let the product, user experience and customer service do the exclamation pointing. Not your marketing copy."

#### **4H. Letter Spacing**

1. Use one space after a period in all online and printed materials.
2. Use a space on either side of an em dash.

#### **4I. Words to Avoid**

In product descriptions, omit the following words:

- Etc., et cetera
- Colored (use colorful or dyed instead)

#### **4J. Miscellaneous Trouble Terms**

- nylon (lowercase)
- spandex (lowercase)
- Kevlar™ (capitalize, with trademark)

- Tac-On (capitalize, hyphenated)
- Naugahyde (capitalize)
- heavy-duty (hyphenated)
- non-slip (hyphenated)
- fiber (American spelling)
- mold, molded, molding (American spelling)

#### **4K. References**

1. [Chicago Manual of Style](#)
2. [The Merriam-Webster Dictionary](#)