

# Our blog writing guide

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This Document is designed to help you get the most from Uzair but also as a starting block for you to see the power of Uzair if you train it correctly.

When answering the questions, do not try to write a quick answer, but instead try to write something as detailed as if you were explaining it to a new member of staff.

Once you have completed this document, you should remove all this text and the guidance notes we have given under each question, so the document is nice and clear for Uzair or any other member of the team to learn from.

You will also have a clear view of which document you need to update should your results need tweaking or something change at your company. To update Uzair's Brain, simply delete the current document from the files in Uzair and upload the new version.

## 1. Overall Tone

How would you describe the voice of your agency? E.g. confident, relaxed, bold, opinionated, professional, warm.

[Your notes here]

## 2. Style Preferences

Do you prefer blogs that are story-led, question-led, practical tips, short and punchy, or detailed and analytical?

[Your notes here]

## 3. Target Audience

Who are you writing for? High-end sellers? Mid Market? Low end? Families? What else can you tell Uzair about your market?

[Your notes here]

## 4. Typical Phrases You Use

Are there any lines, slogans or recurring phrases that represent your brand voice?

[Your notes here]

## 5. Words, Phrases or Styles to Avoid

Is there anything that shouldn't appear in your blog tone? Words that feel off-brand, too salesy or too casual? Anything you don't like that you have seen AI do ie emojis, bullet points, summaries etc?

[Your notes here]

## 6. Call to Action Style

How should your blog end? What kind of action do you want people to take — call, read more, share? Give it your Heads up property link and fully explain when to use it and for who, the same with your instant valuation link etc.

[Your notes here]