

Urban Dealight Editorial Manual

Over-Arching Theme: UD Writers are competing on the The Wit's End Race to reach the very luxurious and relaxing destination of The Wit's End. Make reference to the journey and the race to get this destination sporadically in the copy. Utilize measurements as the metric to reaching this destination, and you'll be one inch closer to reaching The Wit's End.

Write-Up Objectives: Enlighten, Engage, and Entertain

1. **Enlighten: Shine a light on the product/business.** Keep everything positive about the product/service being offered. Never remind someone about a past bad experience they had with a similar product. Don't deviate from what is being offered. Sure, the business may have great facials in addition to waxing, but if the deal is for waxing, only talk about waxing.
2. **Engage:** Make the write-up easy and interesting to read. This is accomplished through active voice, sentence variety, and word choice.
3. **Entertain:** Our goal? Make the reader laugh out loud (LOL for those familiar with middle school AIM) at least once during the write-up.

Narrative Point of View

Urban Dealight's write-ups should only be written in the third person. Third person best engages the reader and better sells the product. Relying on second person creates a weaker write-up that seems dependent on the reader, rather than self-sustaining. Occasional slips are necessary in the rarest of circumstances, but 99% of the time, second person should not be included. *This is 99% of the time, not 99% of one particular write-up.*

Writing Checklist

1. Research
2. Check Reviews
3. Jot out outline
4. Include **key selling points** from Salesforce or the Notes section
5. Inject humor
6. Tie everything together
7. Self-Edit
8. Follow up with Questions checklist

Structure

Overall Structure and Length: The overall write-up should be between 175-300 words spread across 3-4 paragraphs. Less is always more so if you can't think of anything to say, don't say it.

First Paragraph: The first paragraph has word count restrictions based on our site design and cannot be longer than 45 words. Paragraphs over this will **NOT** be accepted.

Reviews: If a review is included, it should be at the bottom of the second or third paragraph. If a business has dozens/hundreds of reviews and high stars, mention this early on in the write-up. If a business has been featured in different publications or awards, let's mention early on.

Link to the review in the word document, and include the exact link at the bottom of the word document.

Never mix or mash-up two different reviews to be one – that's unethical.

Capitalize Product Offering/Services/Menu Items

Strategies to Achieve Urban Dealight Voice

1. Mixed metaphors
2. Over exaggerated hyperboles
 - a. Life is like
3. Absurd images
 - a. Examples: The rise of Lady Gaga and her little monsters
4. Fake In-Office Expert Opinion (aka Fexperts)
 - a. Utilize "Our in-house doctor, Dr. X" who offers expert opinions on treatments or "our in-house hedge trimming expert"
 - b. Feel free to utilize the phrase "One of Oprah's favorite people.."
5. Fake proverbs and adages
6. Complicated Riddles
7. Onomonopias
 - a.
8. Fake history
 - a. Examples: St. Louis Tea Party of 1776, the Cyber Scare of 1900 "the original y2k y1k," Christopher Columbus' dancing abilities, etc
9. Obscure mythological/literary references
 - a. Examples: Caveman, Wizards, Greek gods, Dinosaur colonies, Lord Voldemort, Quidditch, etc
10. Use the narrative point of view; eliminate the second person "you" from all copy
11. Use the active voice; avoid passive voice at all costs
12. Typing like you talk
 - a. Examples: Speech impediments, Accents, etc.
 - b. Italicize anything you want to be read as spoken word
13. Recognize jokes within your own copy.
 - a. For instance, follow up a joke with a reference to our ongoing race to The Wit's End. For example, "3 feet closer to The Wit's End," or "2 points to the home team in the race to The Wit's End."

- b. Also, acknowledge jokes

Humorous Ways to Begin Paragraphs: Riddle me this, Hear about the milkman?, Unfinished Knock, Knock's, Hear the witch is dead? Humorous pick-up lines

Running Jokes

Reoccurring Things

MC Hammer Pants

Fake Activities/Faketivities

Swimming with rocks

Dumpster Diving

Underwater basket weaving

Watching grass grow

Underwater tea parties

Boiling eggs

Taste-testing perfumes

Moon walking

Reoccurring Characters

Mr. Roboto

Lord Voldemort/He-Who-Shall-Not-Be-Named

Suzy Scissor Hands

The mouse in mya's pocket

Mr. and Mrs. Potato Head

Non-Offensive Stereotypes

Scoundrel

Beauty Queen turned bunny

the mad scientist with a breakthrough

the pet of the guy who invented post-its

the overemotional music fan

bridezilla and groomosaurus

oversensitive billionaire

Fake Advice

"Momma always said don't go chasing waterfalls."

Nicknames for Competition:

Living Social=rabbit

Groupon=cat

Urban Dealight Forbidden's

- Overly negative
- Declarations of any kind unless it is following a humor device such as a fexpert opinion
- Overuse of exclamation marks and ellipses
- Repetitive use of the imperative
- Using Sales-y Words and phrases
 - "Only, Now, Just, etc
- Running jokes: Don't reuse jokes from the introduction paragraph later on in the copy. Assume every sentence is self-sustainable.
- **Don't employ an emphatic, poetic voice that gives too much importance to the experience of a feature deal. This assumes people have had this experience.**
- Don't make assumptions about who is reading this deal or who will buy this deal.
- Never write unsupported claims based off opinion: Best Tacos in Texas. How to get around this? Use humor devices such as fexpert to give his opinion on these tacos.
- Obvious No's: Racism, homophobia, slurs, swear words, overtly sexual inneduos
- Avoid anything that could be in any way aggressive in tone or meaning. No need to badger our readers.

Urban Dealight Thesaurus

Beauty

Hands: mitts, paws, saltshaker-shakers, digit dialers, top-hoof

Feet: pavement peddlers, toe trees, stair steppers/stompers, bottom-hoof

Massages:

Teeth

Hair

Tan

Health and Fitness

Sweatbands:

Dining

forks: tiny shovels

plates:

appetite/hungry:

Follow-Up Questions before Submitting

1. Did I cover all the key selling points?
2. Is anything offensive to either the merchant or the customer?
3. Is there anything negative?

Urban Dealight Dictionary

AVOID

Masseuse/Masseur: Avoid these terms as these professionals prefer to be called “massage therapists” or “licensed massage therapists.” Additionally, the term masseuse is associated with salons that give happy endings.