

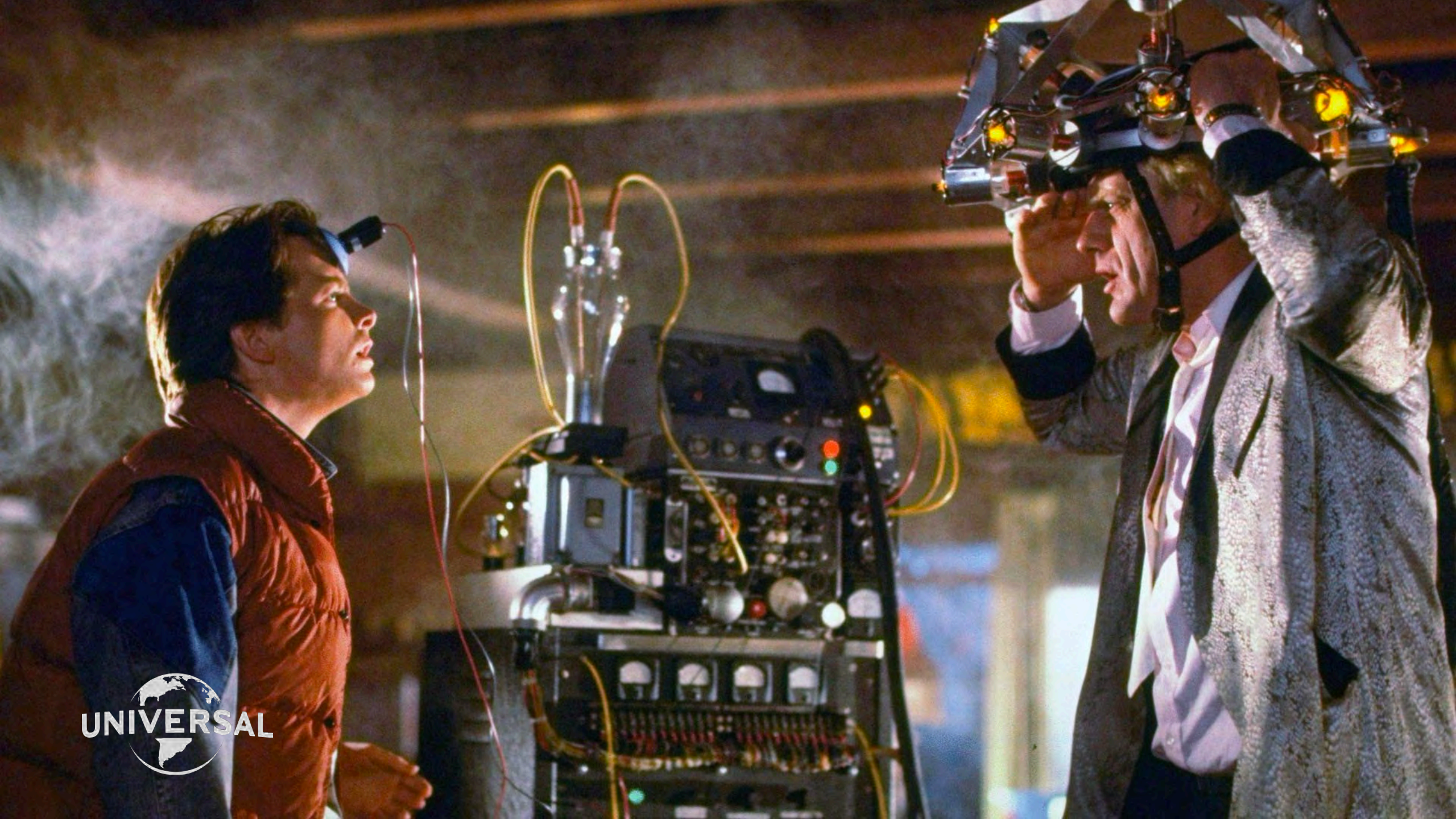
**Hi.**





**100% B2B**





UNIVERSAL





NETFLIX

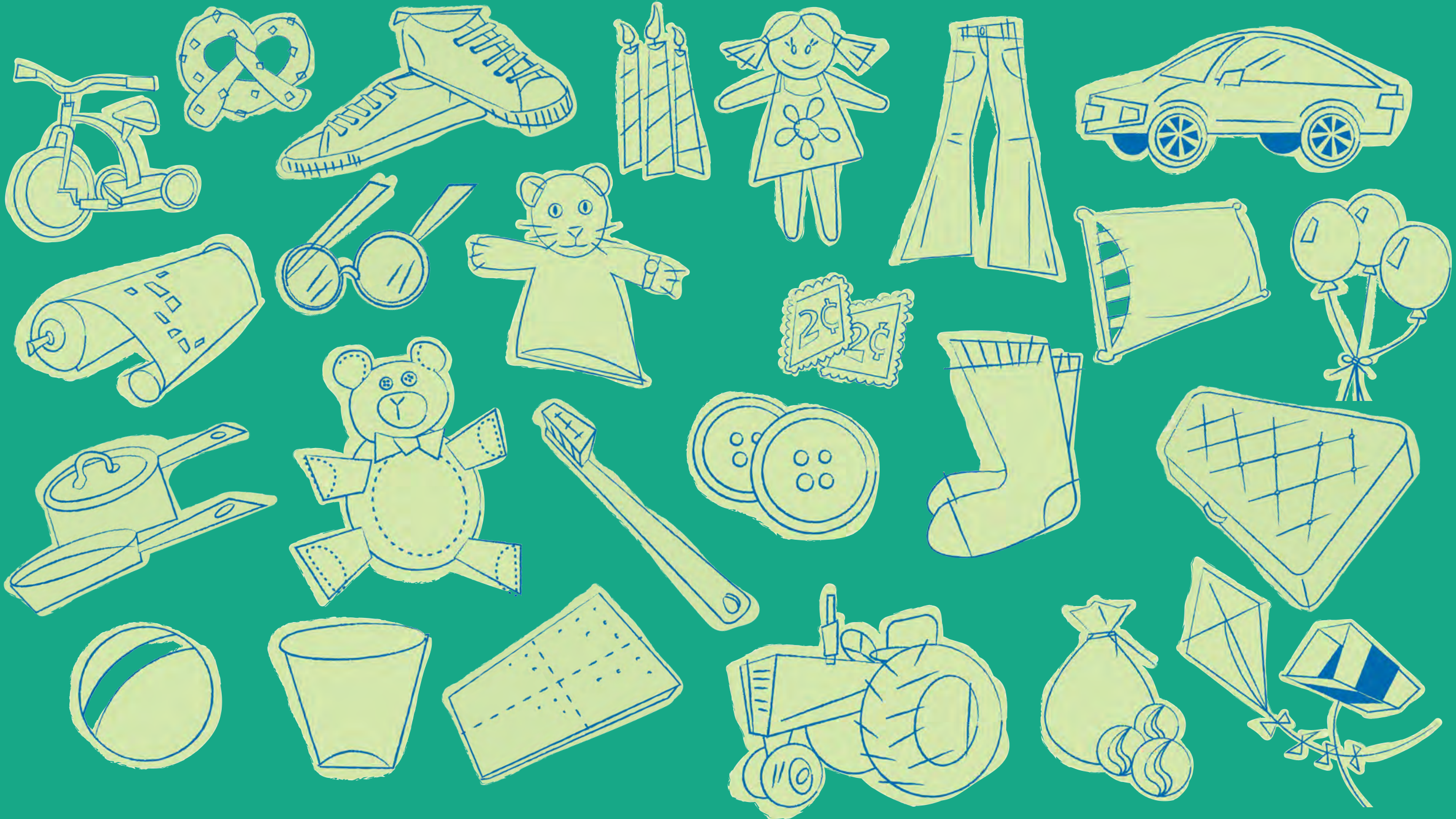




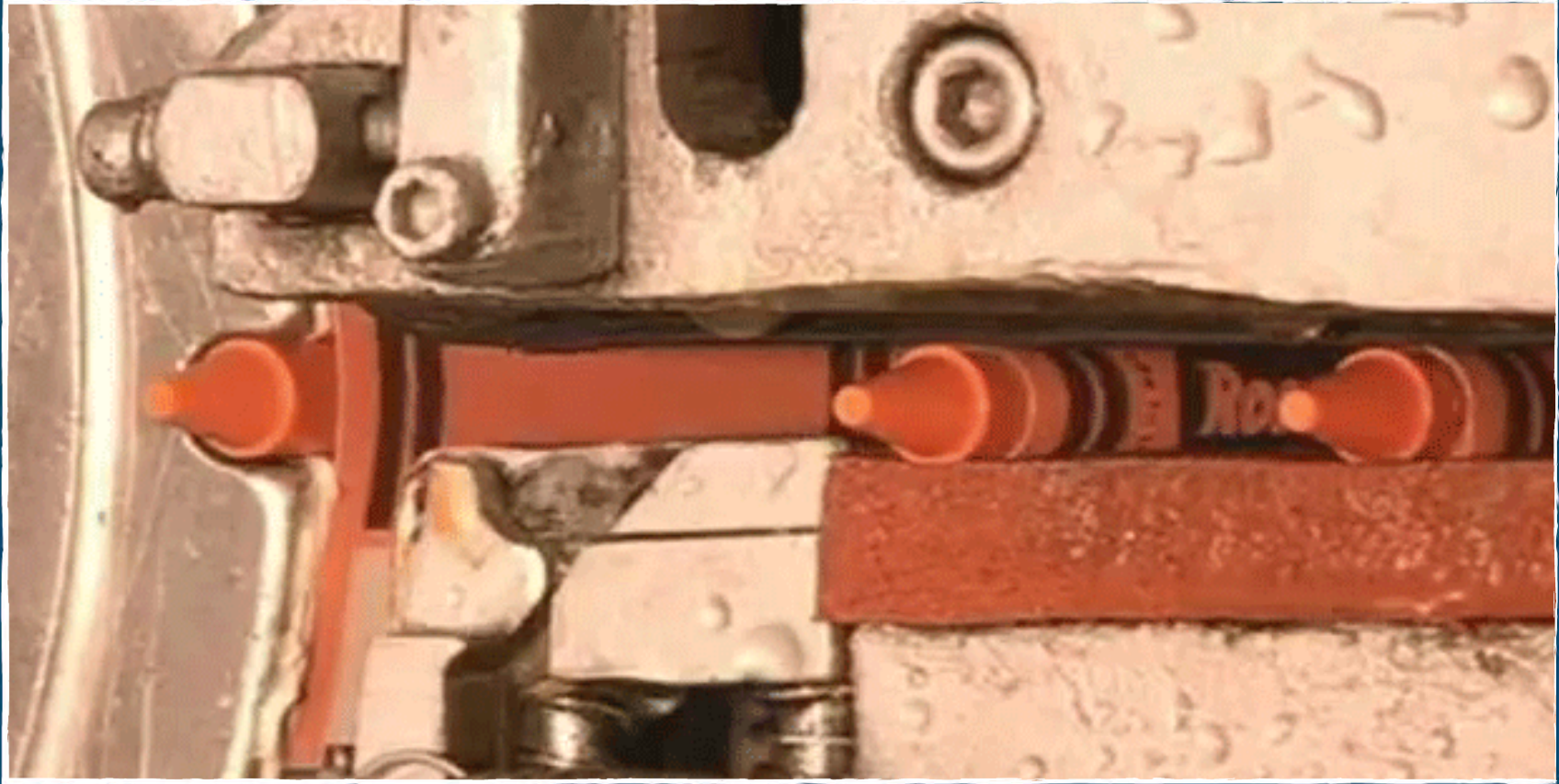








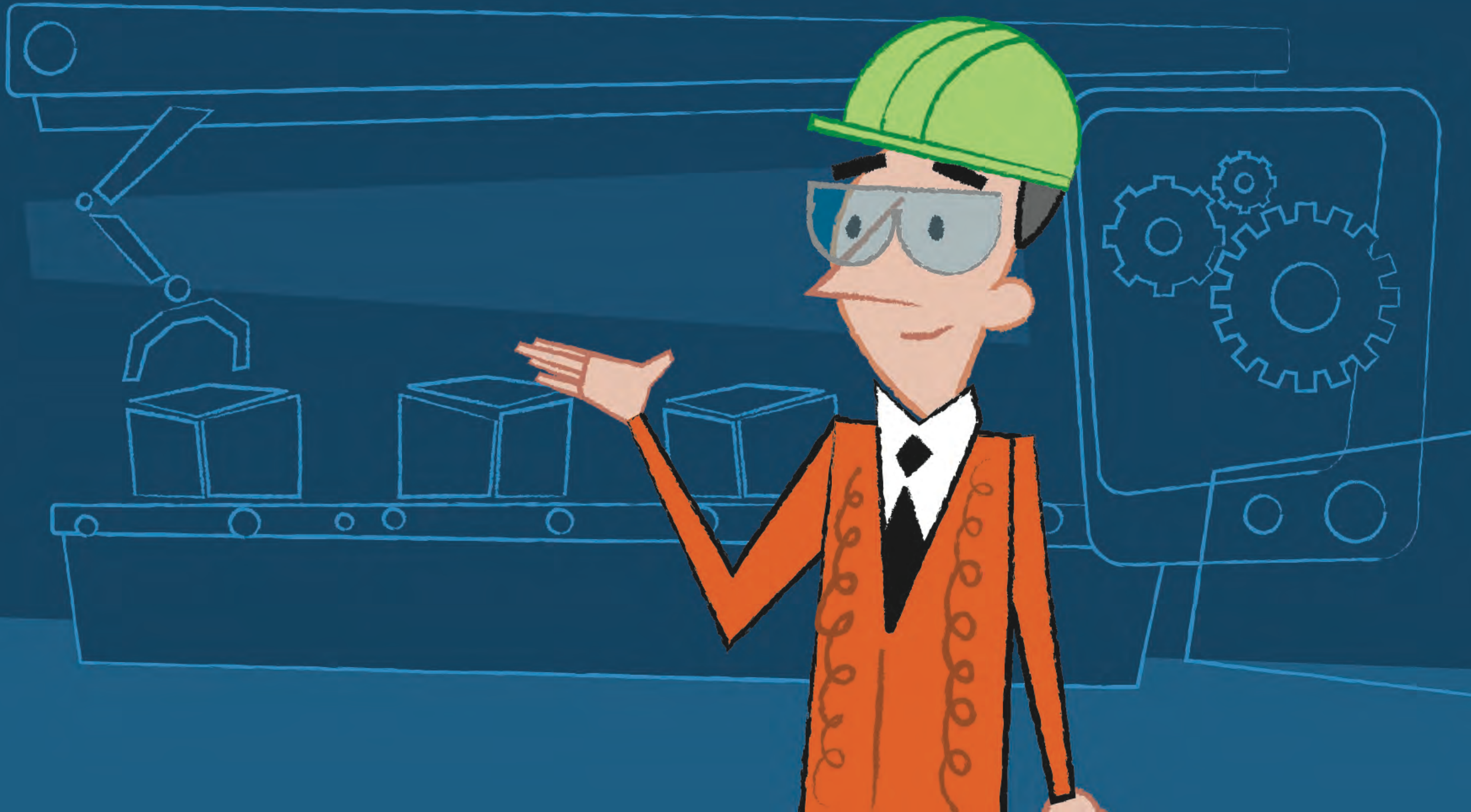
















**Saint FRED  
of Pittsburgh**



Disclammer





**Why Fred Rogers  
is the Patron Saint  
of B2B Marketers**





**He was a  
CHILD of B2B**













(we took this picture)



McFEELY  
BRICK CO.

+

LATROBE  
DIECAST



=



We know.  
The cuteness  
is palpable.





PUBLIC  
BROADCASTING  
SERVICE

Viewers like you

+

**B2B**



**He was a  
MASTER  
COMMUNICATOR**





**4,000 letters per year**  
**15 letters per day**



**He was a  
MASTER  
COMMUNICATOR**





**He knew  
we could do  
BETTER**



MOST PEOPLE THINK  
WE ARE A GREAT DOMESTIC AIRLINE.



WE HATE THAT.





**“Hate is such a strong word to use so lightly.  
If they can hate something like that, you  
wonder how easy it would be for them to hate  
something more important.”**

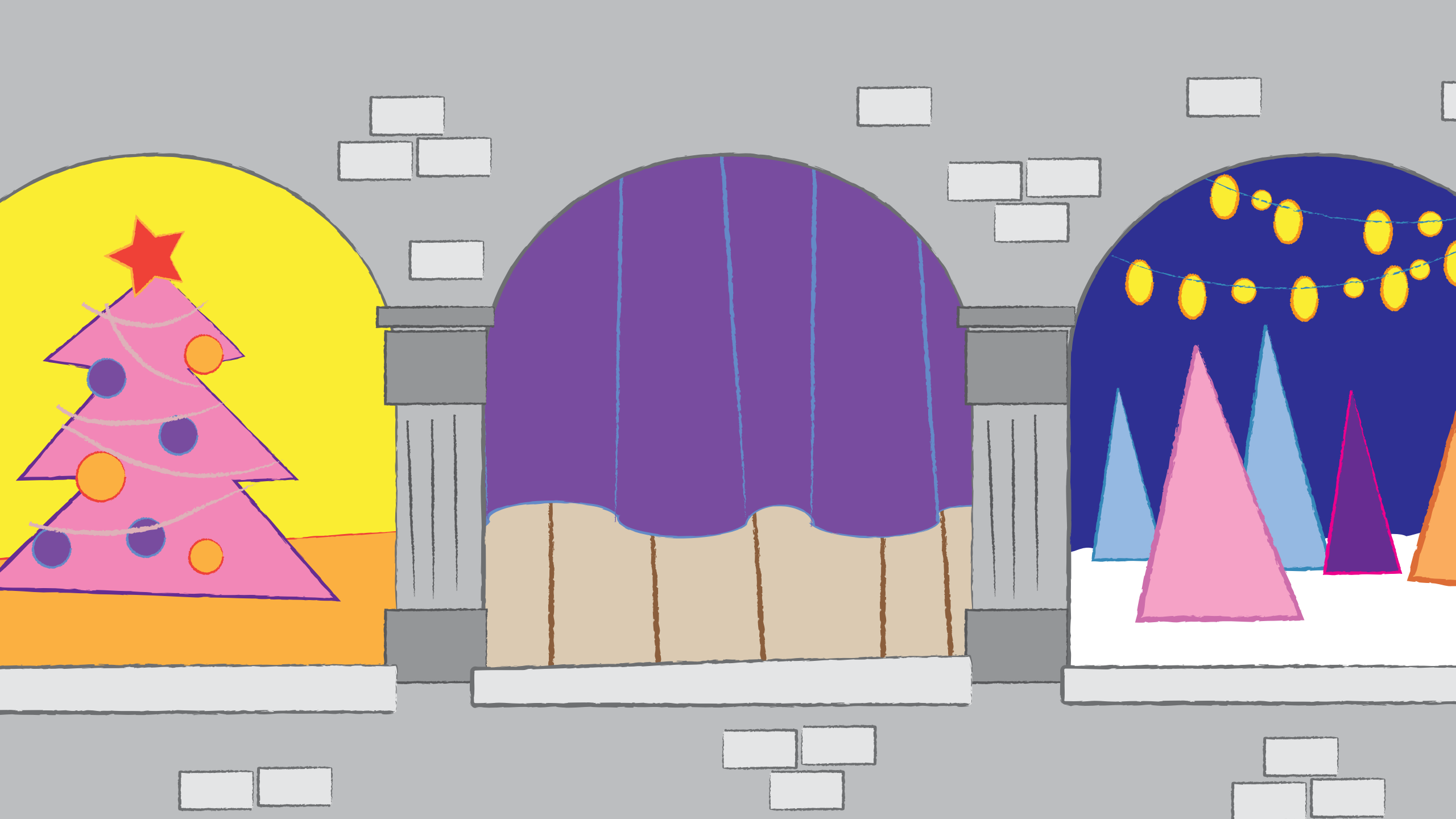




**He knew we  
we could do  
BETTER**



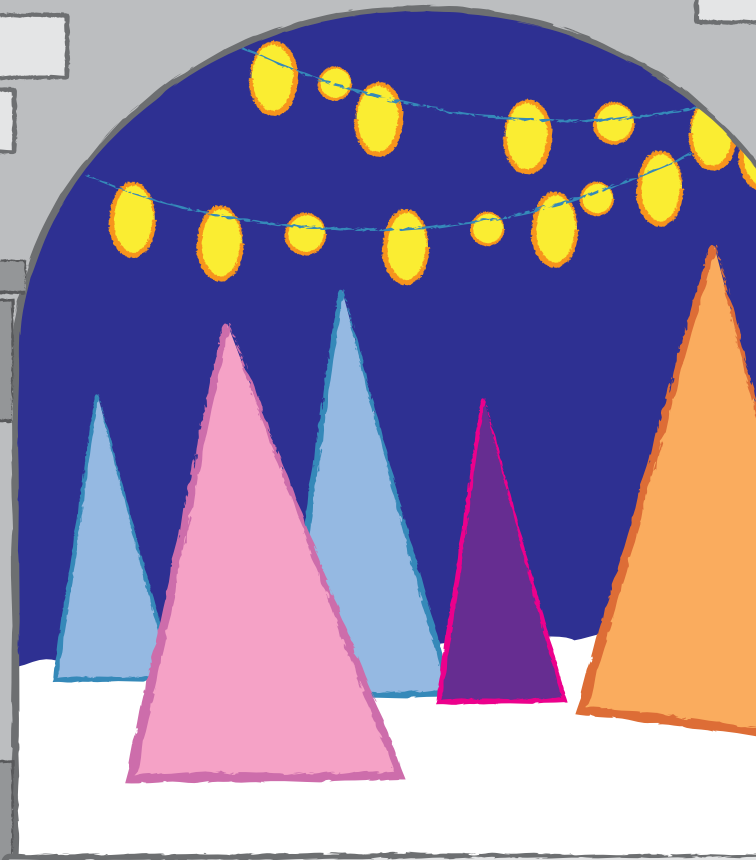
**“Create a holiday-themed display that expresses your brand message.”**





I like you  
JUST THE WAY YOU ARE









**The Patron  
Saint of B2B**



**I like you  
JUST THE WAY YOU ARE**



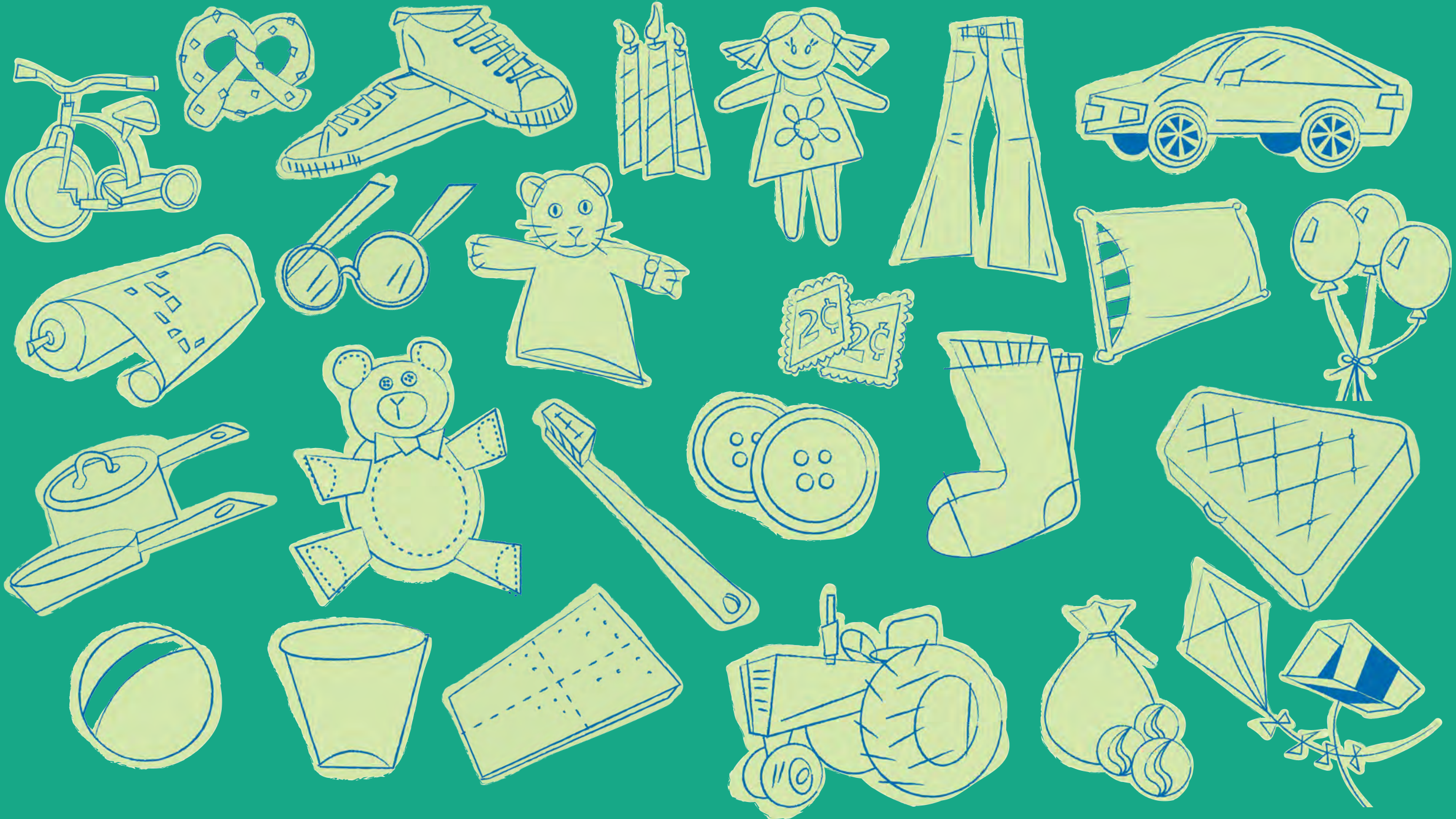


**5 Ways to**  
**LEAD LIKE FRED**  
**in the World of B2B**



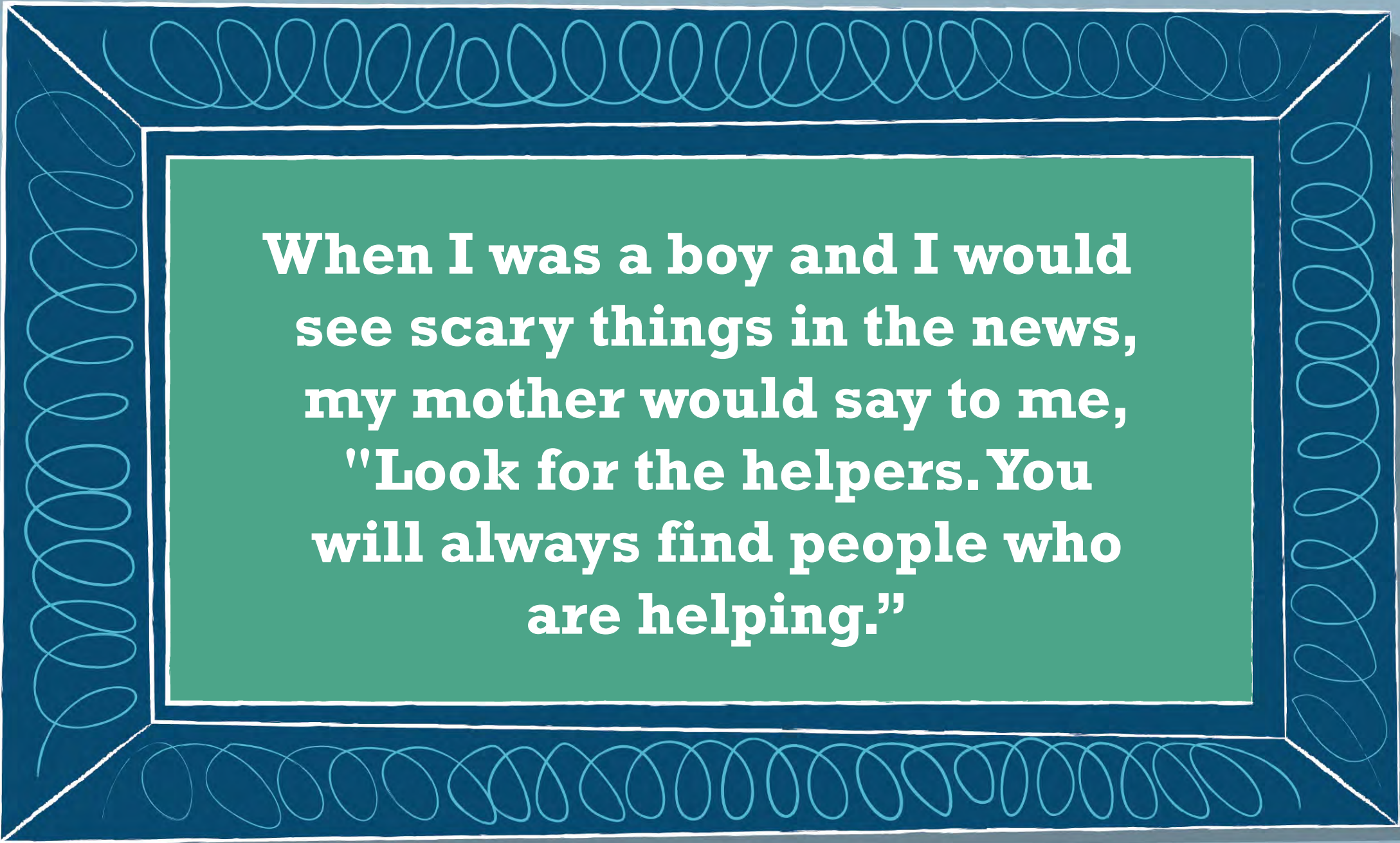
**Keep your sense  
of wonder.**





**Visit your  
production floor  
neighbors.**





**When I was a boy and I would  
see scary things in the news,  
my mother would say to me,  
"Look for the helpers. You  
will always find people who  
are helping."**



**How does my  
company make  
the world work  
better?**





**Keep your sense  
of wonder.**



**2**

**Find the people  
behind the machine.**













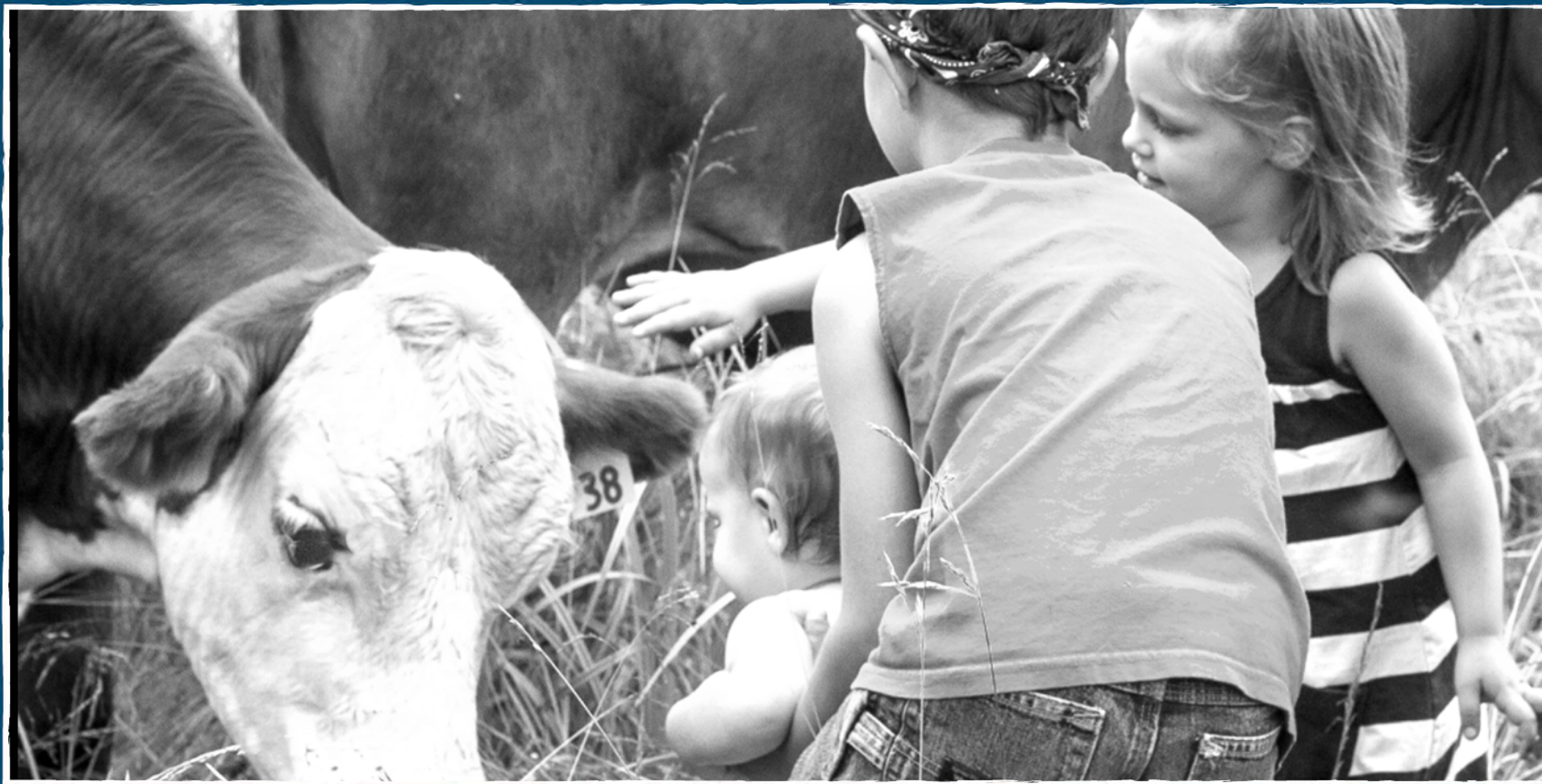












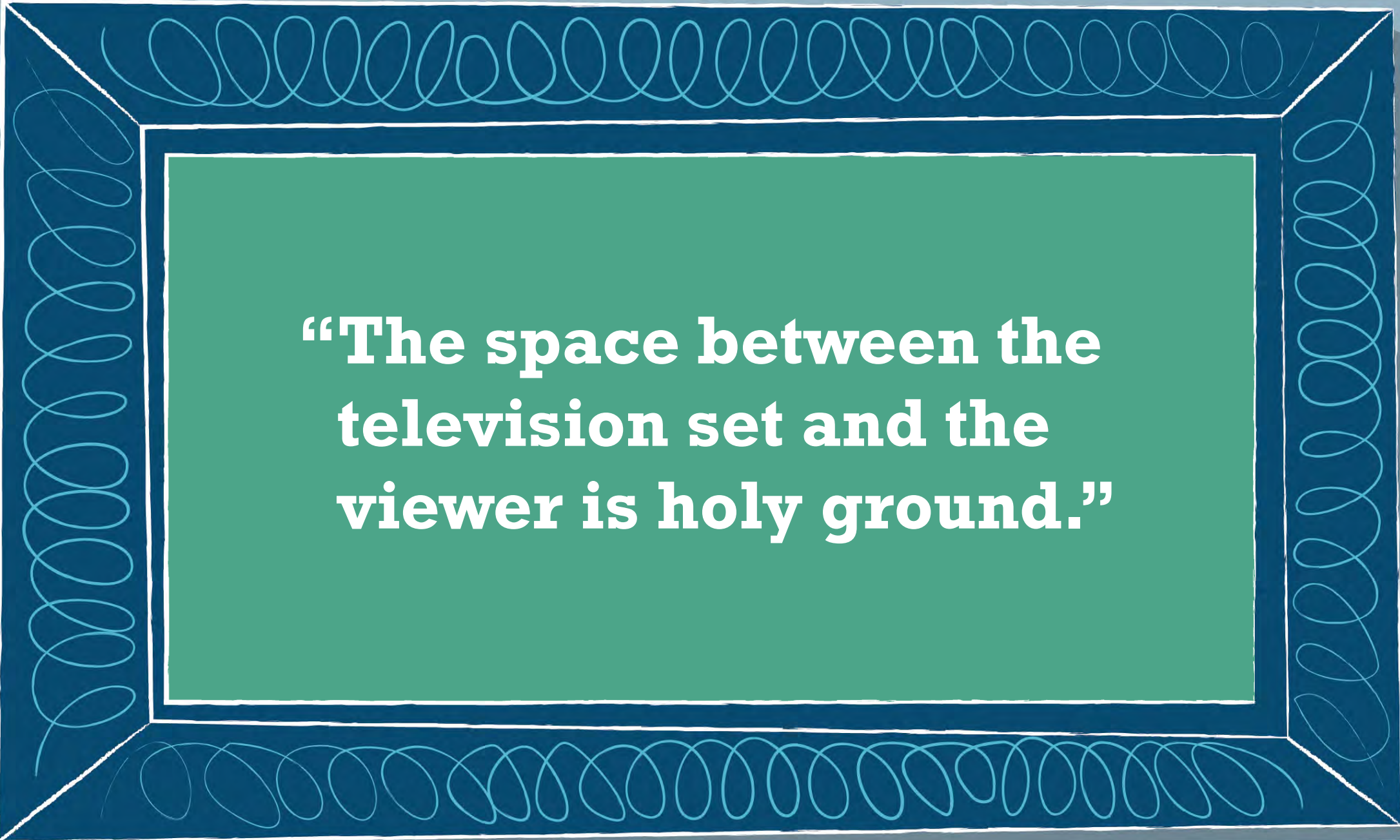


**2**

**Find the people  
behind the machine.**







**“The space between the television set and the viewer is holy ground.”**





**2**

**Find the people  
behind the machine.**



**Listen closely.**







**Listen closely.**





**Exercise simplicity.**

**It's our job to ease  
peoples' minds,  
not burden them with  
more complexity.**



(not actual cover)

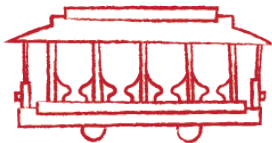


Let's talk about  
**Freddish**

Let's talk about Freddish

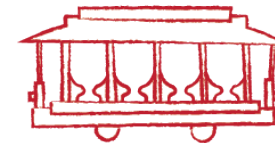
**1.**

**State the idea  
you wish to express as  
clearly as possible, and in  
terms preschoolers can  
understand.**



Let's talk about Freddish

*“It is  
dangerous  
to play in  
the street.”*





Let's talk about Freddish

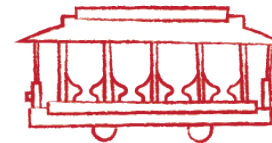
**2.**

**Rephrase in a  
positive manner.**



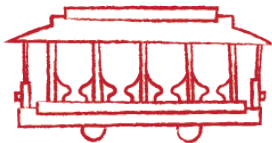
Let's talk about Freddish

*“It is good  
to play where  
it is safe.”*

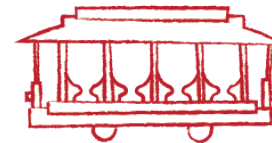


### 3.

**Rephrase the idea,  
bearing in mind that  
preschoolers cannot yet  
make subtle distinctions and  
need to be redirected to  
authorities they trust.**



*“Ask your  
parents where it  
is safe to play.”*





Let's talk about  
**Freddish**





# WRITING FOR **B2B**

A POCKET STYLE GUIDE



GODFREY 

## GUIDELINES:

- **Sentences** should rarely\* exceed **25 words**
- Your **average sentence** should not exceed **18 words** (aim for **15**)
- **Paragraphs** should rarely exceed **100 words** and **3-5 sentences**

*\* Word-counts can go higher when you're cataloging phrases or connecting independent clauses. But remember: A longer sentence calls for a stronger rhythm. (See rule #3.)*

## WARNING SIGN: Multiple-choice sentences

Each sentence should make a statement, not dozens of potential statement-combinations. If your sentence reads like a *Choose Your Own*

*Adventure* novel, you should either consolidate or divide. Which of these you do will depend on the context.

### ***Multiple choice:***

"Global market forces and conditions will often slow down and inhibit the efforts of your distributors, buyers or OEMs."

### ***Consolidated:***

"Global market forces will often complicate your customers' efforts."

### ***Consolidated/Divided:***

"Global market forces will often complicate your distributors' efforts. This is equally true for buyers and OEMs."



## **WARNING SIGN:** **Preposition farming**

Overlong sentences are often strung together by an excess of prepositional phrases. If you cut down on these, you may find opportunities to reduce your sentence length.

### ***7 prepositional phrases; 28 words:***

“Customers can reduce ownership costs by investing in a system with efficient features that ensure consistent output with lower levels of energy consumption over long periods of time.”

### ***3 prepositional phrases; 19 words:***

“Customers can reduce ownership costs by purchasing an efficient system that ensures consistent output with lower long-term energy consumption.”





## **WARNING SIGN:** **Five-dollar words**

Never use a five-dollar word when a fifty-cent word will do. Here are a few words that you should almost never utilize:

- *Utilize* (“use” is better)
- *Optimal* (“best” is better)
- *Initiate* (“start” is better)



**Exercise simplicity.**



**Be your honest self.**





**“The greatest gift  
you ever give is  
your honest self.”**

**We're lucky.**

**B2B is lucky  
to have you.**





**Be your honest self.**

**1**

**Keep your sense of wonder.**

**2**

**Find the people.**

**3**

**Listen closely.**

**4**

**Exercise simplicity.**

**5**

**Be your honest self.**



**5 Ways to**  
**LEAD LIKE FRED**  
**in the World of B2B**



It's such a good feeling / A  
very good feeling / The feeling  
you know / That I'll be back  
When the day is new / And I'll  
have more ideas for  
you'll have things you  
to talk about / I will



A decorative blue frame with a white border and a black center containing the text "Bye." The frame is composed of a dark blue outer border with a white inner border. The space between the white borders is filled with a light blue, hand-drawn scribble pattern of overlapping loops. The central black area contains the word "Bye." in a bold, white, sans-serif font.

**Bye.**