BULLETPROOF WRITING SERVICES
STYLE SHEET TEMPLATE

Company Name _____

Preferred References _____
_____
_____
_____
_____

For example, *Merriam-Webster's Collegiate Dictionary, 11th Edition (M-W)*
The Chicago Manual of Style, 17th Edition (CMOS)

Dates   _____
_____
_____
_____

For example, include the date the company was formed or opened for business, dates of any mergers or acquisitions, when a new president or CEO came onboard, when new products were launched, when milestones were reached, etc.

Numbers

- ☐ Numbers spelled out zero through one hundred, all round numbers (two hundred); all else should be numerals (124)
- ☐ Numbers spelled out zero through nine, use numerals for 10 and above
- ☐ Numeral always before percent: 25 percent, 99 percent
- ☐ Use the percent sign (%) instead of the word *percent* even in nontechnical writing
- ☐ Time
  o use a.m. and p.m. (not small caps)
  o use small caps (AM or PM)
- ☐ Dates
  o Month Day, Year (December 27, 1985)
  o Day Month Year (27 December 1985)

Punctuation

- ☐ Use serial commas.
  Example: The company specializes in copy editing, proofreading, and layout design.

- ☐ Ellipses *never* have a space before or after them.
  Example: This is...the way it should be.

☐ Use a comma before a conjunction only if there are two independent clauses on either side: Susan proofread a book, and David wrote a blog post.
  o No comma if the conjunction links a dependent clause with an independent clause: Joe edited a book and wrote a blog post.

Key Terms, Names, or Preferred Spellings

A	B	C	D	E
F	G	H	I	J
K	L	M	N	O
P	Q	R	S	T
U	V	W	X	Y, Z

Examples of preferred spellings

all right or alright, cell phone or cellphone, email or e-mail, internet or Internet, okay or OK, voicemail or voice mail, US or U.S., Wi-Fi or wi-fi, etc.

Examples of important names or key terms

the founder or owner's name, specific guidelines or principles the company follows (Sarbanes-Oxley Act), specific software in use (Adobe InDesign), businesses that you partner with, products your company sells, etc.

Miscellaneous

☐ Farther for literal distance; further for figurative distance
☐ Quotations for words as words: The word "driven" fit her perfectly.
☐ Italics for words as words: The word *driven* fit her perfectly.
☐ Movie/TV titles in italics
☐ Book titles in italics
☐ Use boldface for emphasis
☐ Use italics for emphasis