

EDITORIAL STYLE REVIEW

# **Style Check: AI-Generated Draft — “Mastering Sales Objections”**

Off brand · 31 violations across 8 reviewers · 2026-07-17

## Verdict

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**X OFF-BRAND** — This does not read like Gong's own writing. It is a single undifferentiated generic-AI-blog voice: no byline, zero proprietary data (a hard miss for a brand whose entire content model is "lead with a number"), a "Ultimate Guide" title, throat-clearing open, and no product tie-in at the close.

**The one number that matters:** ~22 voice/structure/content violations vs. ~9 polish items. The failure is systemic (voice + structure + content patterns), not cosmetic.

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## Summary by Section

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- Voice & Tone: 3 (generic third-person AI-listicle prose; missing second-person "you"; no punchy one-liners)
  - Grammar & Usage: 1 ("Artificial intelligence" spelled out for a fluent audience)
  - Punctuation: 2 (straight quotes + straight apostrophes, pervasive)
  - Formatting: 9 (7 Title-Case heading findings; numbered list used for an unordered set; no bolded takeaway anywhere)
  - Technical Standards: 2 (stat-shaped claims with no N, %, or denominator)
  - Content Patterns: 6 (generic title, throat-clearing open, unsourced claims, no mid-CTA, no product close, missing byline top+bottom) — HIGH severity
  - Industry Terms: 1 (AI over-explained; no Gong vocabulary anywhere)
  - Additional (Quick Check): 7 (conclusion drops a strategy; AI section is a non sequitur; zero data across the piece; jargon cluster; list mismatch; mixed metaphor; section imbalance)
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## Priority Recommendations

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**High Priority (brand voice/structure — why it's OFF-BRAND):** - Missing byline top and bottom (§6.7, 15/15)  
- Generic non-data title (§6.1) + throat-clearing open (§6.3) - Unsourced "studies show / research indicates" claims — no proprietary data anywhere (§5.5, §6.10) — the single most un-Gong trait - No close tying back to a Gong product/outcome (§6.6) - Generic third-person voice instead of direct "you"-coaching (§1.2)

**Medium Priority:** Title-Case headings (§4.3); numbered list for an unordered set (§4.4); AI section non sequitur; jargon density.

**Low Priority (polish):** straight → curly quotes/apostrophes (§3.2); "Artificial intelligence" → "AI" (§2.5/§7.1).

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## The inversion

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Gong's own held-out article (Beat 2) passed ✓ ON-BRAND. This clearly-labeled AI draft failed ✗ OFF-BRAND on systemic voice + structure grounds. The guide distinguishes real Gong writing from generic AI prose — that is the whole point.