

EDITORIAL STYLE SYSTEM

Gong House Style Guide

59 rules in 8 sections · built from 15 published Gong articles · v1.0, July 2026

About this guide

This guide documents the editorial patterns observed across 15 published Gong blog articles spanning two content families: **Gong Labs data-research posts** (data-backed sales tactics) and **thought-leadership / product-narrative posts** (revenue-AI strategy). Every rule carries an **Evidence** line citing how many articles exhibit the pattern plus a verbatim quote. Rules supported by fewer than ~2/3 of applicable articles are flagged **[WEAK — low evidence]** for human review, and collected in a table at the end.

Where the two content families diverge (older Chris Orlob tactical posts vs. newer strategy posts), the guide names the majority pattern as the rule and the divergence as a variation/exception.

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1. Voice & Tone

1.1 Core principles

Gong's voice is that of a **data-backed sales coach talking directly to a practitioner**: confident, direct, punchy, and grounded in proprietary data. Content leads with a claim or a number, then proves it.

Key characteristics: - Direct address to the reader ("you," "your reps," "your deals") - Every major claim is anchored to a specific statistic - Short, punchy sentences and one-line paragraphs for rhythm - Optimistic-but-realistic take on AI ("AI is powerful, but it's not magic") - Always lands on a Gong product or resource as the resolution

1.2 Address the reader in the second person

Rule: Speak to the reader directly as "you"/"your." The reader is a seller or revenue leader.

Why: Makes tactical advice feel personal and actionable.

Evidence: 15/15 articles. e.g. "You'll only get the ROI you want if you set a strategic approach" (ai-agents); "Never assume that what you learned at the beginning of the sales process remains true" (best-discovery-call-tips).

✓ **Do:** "When you deploy the right AI agent across your sales team, you can streamline your reps' workflows."

✗ **Don't:** "When a company deploys the right AI agent, workflows are streamlined."

1.3 Use "we"/"our" for Gong and Gong Labs

Rule: Refer to Gong and its research team in the first-person plural ("we," "our," "us").

Why: Positions Gong as an active partner and the owner of the data.

Evidence: 13/15 articles. e.g. "we analyzed 1.8 million new business deals closed in 2024" (data-shows-top-reps); "our panel answered many of these questions" (ai-agents).

✓ **Do:** "We analyzed 300M+ cold calls to answer the question." ✗ **Don't:** "Gong analyzed 300M+ cold calls" (avoid third-personing your own brand in body copy).

1.4 First-person singular is reserved for signed thought-leadership

Rule: Use "I" when the piece is an individual's argument or personal story (CEO op-eds, named-expert tactical posts); default to "we" for team/Labs content.

Why: "I" carries a named point of view; "we" carries institutional research authority.

Evidence: 6/15 articles use sustained "I." e.g. "I've watched this cycle play out enough times now that I want to push back" (ceos-using-ai); "When I was a sales rep, I often asked this question" (best-discovery-call-tips).

✓ **Do (op-ed):** "My challenge to other CEOs is straightforward." ✗ **Don't (Labs data post):** "I analyzed 1.8 million deals" — use "we."

1.5 Use contractions everywhere

Rule: Always contract ("you'll," "don't," "it's," "they're," "isn't").

Why: Keeps the conversational, spoken-word cadence.

Evidence: 15/15 articles. e.g. "they're not yet primed for critical thinking" (ai-agents); "It's just part of doing business" (data-reveals-best-time).

✓ **Do:** "You're not just losing productivity. You're losing deals." ✗ **Don't:** "You are not just losing productivity. You are losing deals."

1.6 Prefer active voice

Rule: Write in active voice; make the rep, the AI, or the data the actor.

Why: Active voice is punchier and assigns clear agency.

Evidence: 15/15 articles are predominantly active. e.g. "AI listens to calls, reads emails, and tracks meeting interactions" (crm-system-of-action); "Multi-threading boosts win rates by 130%" (data-shows-top-reps).

✓ **Do:** "AI Deal Monitor alerts reps when opportunities need attention." ✗ **Don't:** "Reps are alerted by AI Deal Monitor when opportunities need attention."

1.7 Use short sentences and one-line paragraphs for emphasis

Rule: Break rhythm with fragments and single-line paragraphs to punctuate key points.

Why: Creates pacing and lets a takeaway land.

Evidence: 12/15 articles (heaviest in tactical posts). e.g. "Mistake." and "Peanut butter and jelly." (data-reveals-best-time); "Take notes." / "Key." (best-discovery-call-tips); "Let's dive in." (we-found-top-objections).

✓ **Do:** "The results are staggering." ✗ **Don't:** Pad every idea into a full multi-clause sentence.

1.8 Ask rhetorical questions to set up answers

Rule: Pose a question the reader is already asking, then answer it with data.

Why: Mirrors the reader's internal monologue and creates a hook.

Evidence: 13/15 articles. e.g. "Should we discuss pricing on the first call...?" (data-reveals-best-time); "Is it just glorified chatbots?" (ai-agents).

✓ **Do:** "So what should you do when selling to the C-Suite? The answer goes beyond the scope of this post." ✗ **Don't:** Use questions with no payoff, or as filler.

1.9 End on optimism and a next step

Rule: Close by reframing the topic positively and pointing to action (a Gong product, a download, or a mindset shift).

Why: Every article is ultimately a demand-gen asset.

Evidence: 15/15 articles. e.g. "Here's to an upcoming year of selling smarter, connecting deeper, and breaking records." (best-sales-insights); "leaders can bring it into the light." (why-shadow-ai).

✓ **Do:** "By translating insight into action, you can ensure your organization isn't just surviving the AI era — it's leading it." ✗ **Don't:** End on a purely negative or unresolved note.

1.10 Emphasis via italics and bold, not heavy caps (newer standard)

Rule: Emphasize with **bold** (key stats/takeaways) and *italics* (single-word stress). Reserve ALL-CAPS emphasis; it is a legacy device largely absent from 2024+ posts.

Why: Bold/italic emphasis reads as current; all-caps stress reads as dated.

Evidence: Bold/italics in 15/15; sustained ALL-CAPS stress ("BEST," "FIRE," "NOT," "LONG") appears mainly in the two oldest Orlob tactical posts (best-discovery-call-tips, objection-handling-techniques). e.g. modern: "AI isn't replacing reps, it's *amplifying* them" (best-sales-insights).

✓ **Do:** "What *does* matter is **when** it's brought up." ✗ **Don't:** "What DOES matter is WHEN it's brought up."
(*legacy style — avoid in new copy*)

2. Grammar & Usage

2.1 Use the Oxford (serial) comma

Rule: In a list of three or more items joined by "and"/"or," place a comma before the conjunction.

Why: House standard for clarity; overwhelmingly consistent.

Evidence: 14/15 applicable articles. e.g. "calls, emails, and meetings" (what-everyone-gets-wrong); "responsibilities, relationships, and judgment calls" (ceos-using-ai); "sellers, sales engineers, solutions specialists, and more" (we-measured-roi).

✓ **Do:** "connect your teams, eliminate manual work, and boost productivity" ✗ **Don't:** "connect your teams, eliminate manual work and boost productivity"

Exception: Defined acronym expansions and named frameworks keep their own punctuation, e.g. "Budget, Authority, Need, Timing" (BANT) (data-reveals-best-time).

2.2 Capitalize Gong product and feature names in title case

Rule: Gong products, agents, and platform layers are proper nouns — capitalize every significant word.

Why: They are branded features and must read as such.

Evidence: 8/15 applicable articles (product-forward posts). e.g. "AI Deal Predictor," "AI Briefer," "Agent Studio" (ai-agents); "Gong Revenue AI OS," "Gong Revenue Graph," "Intelligence Layer" (crm-system-of-action); "Call Spotlight," "Smart Trackers," "Ask Anything" (how-to-align-talent, we-measured-roi).

✓ **Do:** "AI Composer drafts personalized follow-ups." ✗ **Don't:** "ai composer drafts personalized follow-ups" or "the AI briefer."

2.3 Keep generic role and team nouns lowercase

Rule: "reps," "sales reps," "sellers," "revenue teams," "revenue leaders," "managers," "buyers," "champion," "stakeholders" are common nouns — lowercase.

Why: They describe roles, not brands.

Evidence: 15/15 articles. e.g. "reps waste hours typing up call notes" (crm-system-of-action); "As a revenue leader, you know you need to move fast" (ai-agents).

✓ **Do:** "revenue teams," "your reps," "sales managers" ✗ **Don't:** "Revenue Teams," "Reps," "Sales Managers"

2.4 Set major acronyms in all caps, no periods

Rule: Write AI, CRM, ROI, GTM, RevOps, BANT, SDR, AE, CSM, CXO, CSO, CFO, VP, SVP, LLM, OS in caps without periods. "RevOps" keeps its camel-case brand form.

Why: Standard business/tech abbreviation style; audience is assumed fluent.

Evidence: 15/15 articles. e.g. "RevOps teams finally have reliable data" (crm-system-of-action); "Generic large language models (LLMs)" (what-everyone-gets-wrong).

✓ **Do:** "CRM," "RevOps," "LLMs" **✗ Don't:** "C.R.M.," "Rev Ops," "L.L.M.s"

2.5 Define only non-obvious acronyms on first use

Rule: Spell out an acronym in parentheses only when it is not assumed knowledge for a revenue audience (e.g., BANT, LLM, OS). Leave core sales/tech acronyms (AI, CRM, ROI, SDR, AE) undefined.

Why: Matches the audience's fluency; defining common terms would condescend.

Evidence: 5/15 applicable articles. e.g. "BANT: Budget, Authority, Need, Timing" (data-reveals-best-time); "large language models (LLMs)" (what-everyone-gets-wrong); "Gong Revenue AI Operating System (OS)" (best-sales-insights). AI/CRM/ROI never defined anywhere.

✓ **Do:** "All sales reps know BANT: Budget, Authority, Need, Timing." **✗ Don't:** "AI (artificial intelligence)" — never define AI for this audience.

2.6 Use numerals for all statistics, percentages, money, and measurements

Rule: Any data point — percentage, count, dollar figure, minute, word count — is written as a numeral, never spelled out.

Why: Numerals make data scannable, which is core to Gong's data-led brand.

Evidence: 15/15 articles. e.g. "we analyzed 11,331 opportunities" (data-reveals-best-time); "173 words per minute" (objection-handling); "an average of 17 contacts" (data-shows-top-reps).

✓ **Do:** "successful meetings with C-suite executives have only 4 questions on average" (*preferred for data*) **✗ Don't:** "eleven thousand opportunities," "one hundred and seventy-three words per minute"

Exception: Small cardinal numbers in narrative (non-data) prose are sometimes spelled out — "three calls," "the next two to three years," "fewer than five reps" (crm-system-of-action, how-to-align-talent). Both forms appear; prefer numerals whenever the number is a finding or metric.

2.7 Abbreviate large round numbers with M / K / billion

Rule: Use "M" for million and "K" for thousand in compact/headline data ("300M+ calls," "\$50K"); spell "million"/"billion" in flowing prose ("1.8 million opportunities," "\$7.2 billion valuation").

Why: Compact forms punch in headlines and stat callouts; spelled forms read better mid-sentence.

Evidence: 6/15 applicable articles. e.g. "data from 300M calls" (title, cold-call-openers); "deals over \$50K" (data-shows-top-reps); "1.8 million new business deals" (data-shows-top-reps); "\$200,000 to \$200 million in ARR" (best-discovery-call-tips bio).

✓ **Do:** "300M+ cold calls" (callout) / "1.8 million opportunities" (prose) **x Don't:** "300 million+ calls" in a tight headline, or "1.8M opportunities" mid-paragraph.

2.8 Hyphenate compound modifiers before a noun

Rule: Hyphenate multi-word adjectives that precede the noun they modify.

Why: Standard usage; consistent across the corpus.

Evidence: 12/15 applicable articles. e.g. "data-backed playbook," "high-performing sellers" (best-sales-insights); "purpose-built, specialized agents" (ai-agents); "next-best-action" (data-shows-top-reps); "closed-won deals" (data-shows-top-reps).

✓ **Do:** "data-driven insights," "enterprise-grade security," "single-threaded deals" **x Don't:** "data driven insights," "single threaded deals"

2.9 "Multi-threading," "multi-threaded," "closed-won" are hyphenated house terms

Rule: Keep these compound sales terms hyphenated.

Why: Used as fixed brand vocabulary.

Evidence: 3/15 applicable articles, but 100% consistent where used. e.g. "Multi-threading — or engaging multiple stakeholders" (best-sales-insights); "closed-won deals are 67% larger" (data-shows-top-reps).

✓ **Do:** "multi-threaded deals," "closed-won revenue" **x Don't:** "multithreaded deals," "closed won revenue"

2.10 Use "AI" as a modifier without articles

Rule: Treat "AI" as a mass noun ("AI helps," "adopt AI," "AI agents"), not "an AI" except when naming a discrete system.

Why: Matches how the corpus discusses the technology as a capability.

Evidence: 15/15 articles. e.g. "AI is powerful, but it's not magic" (ai-agents); "when AI absorbs the tasks, the humans don't disappear" (ceos-using-ai).

✓ **Do:** "AI raises the ceiling on how many accounts you can cover." **x Don't:** "An AI raises the ceiling..."

3. Punctuation

3.1 Em dashes are spaced

Rule: Set em dashes with a space on each side (—), used for asides and dramatic breaks.

Why: The corpus is fully consistent on spaced em dashes.

Evidence: 13/15 applicable articles. e.g. "not with a theory, but with data" → "push back — not with a theory" (ceos-using-ai); "a massive blind spot — one that could be costing revenue organizations millions" (why-shadow-ai).

✓ **Do:** "high-skill sales roles — sales manager and sales engineer — are each projected to grow at 5%" ✗

Don't: "high-skill sales roles—sales manager and sales engineer—are..." (unspaced)

3.2 Use smart (curly) quotation marks, American style

Rule: Use curly quotes "... " and apostrophes ' ' ; double quotes for quotations and scare quotes, single quotes only for a quote-within-a-quote.

Why: Consistent typographic standard across the corpus.

Evidence: 15/15 articles. e.g. "Meet them where they stand." (best-discovery); "shadow AI" and "pilot purgatory" (why-shadow-ai).

✓ **Do:** He said, "it's a bad time." ✗ **Don't:** He said, "it's a bad time." (straight quotes)

3.3 Place periods and commas inside quotation marks

Rule: Terminal periods and commas go inside the closing quotation mark (American convention).

Why: Consistent with American English house style.

Evidence: 11/15 applicable articles. e.g. "the most underreported economic signal in business right now." (ceos-using-ai); "You're welcome to an earned "Told you so!" (data-reveals-best-time).

✓ **Do:** They call it "shadow AI." ✗ **Don't:** They call it "shadow AI".

3.4 Use colons to introduce data, lists, and payoffs

Rule: Use a colon to set up a statistic, a bulleted list, or a punchy reveal.

Why: Signals "here comes the evidence," central to the data-led style.

Evidence: 15/15 articles. e.g. "Here's the number that doesn't:" (ceos-using-ai); "These six words:" (how-to-respond); "the average buying group... include an average of 17 contacts:" pattern (data-shows-top-reps).

✓ **Do:** "Win rates are highest when pricing is discussed on the first call — 10% higher." ✗ **Don't:** Overuse colons where a period would do.

3.5 Use semicolons sparingly, to join tightly linked clauses

Rule: Semicolons are acceptable to join two closely related independent clauses or to contrast; do not overuse.

Why: Present but restrained in the corpus.

Evidence: 8/15 applicable articles. e.g. "it's not about reaching more people; it's about reaching them in the right way" (data-shows-top-reps); "insights are only valuable when put into action" contrast constructions (how-to-align-talent).

✓ **Do:** "The ceiling went up; the humans didn't disappear." ✗ **Don't:** Chain three or more clauses with semicolons.

3.6 Ellipses signal a trailing pause or suspense

Rule: Use the ellipsis character (...) for a dramatic trail-off or an unanswered beat; do not use it as generic spacing.

Why: A recurring rhetorical device for suspense.

Evidence: 9/15 applicable articles. e.g. "Or is it...?" (how-to-respond); "The never-ending debate rages on... until now." (cold-call-openers); "That said..." (data-reveals-best-time).

✓ **Do:** "Aaaaaaand it's gone." ... "Or is it...?" ✗ **Don't:** Use ".." or "...." or ellipses to pad every sentence.

3.7 List punctuation follows the fragment/sentence test

Rule: Bulleted fragments take no terminal period; bullets that are full sentences take periods. Be consistent within a single list.

Why: The dominant working pattern, though not perfectly uniform.

Evidence: 11/15 applicable articles. Fragments no period: "Data entry / Scheduling / Drafting outreach emails" (ai-agents). Full sentences with periods: "AI Tasker surfaces the highest-impact activities..." (crm-system-of-action).

✓ **Do (fragments):** "Not interested / Call me in 6 months / Send me some information" (we-found-top-objections) ✗ **Don't:** Mix "Data entry." and "Scheduling" in the same list.

[WEAK — low evidence] Consistency *within* lists is imperfect across the corpus; treat this as a preference to enforce, not an observed absolute.

3.8 Exclamation points are allowed for energy, in moderation

Rule: Exclamation points are acceptable to convey enthusiasm, especially in tactical posts; keep them rare in strategy/executive pieces.

Why: Tonal fit varies by content family.

Evidence: 7/15 articles use them. e.g. "That's GREAT!" (best-discovery); "Die-hard BANT-ers: Consider yourselves validated." + "You're welcome!" (data-reveals-best-time). Executive op-eds (ceos-using-ai, what-everyone-gets-wrong) use essentially none.

✓ **Do (tactical):** "Congratulations, you've isolated the objection :)" ✗ **Don't (executive):** Pepper a CEO op-ed with exclamation points.

4. Formatting

4.1 One H1 title per article

Rule: Every article opens with a single H1 (#) headline; no other H1s follow.

Why: Standard document hierarchy across the corpus.

Evidence: 15/15 articles. e.g. "# AI agents: Debunking the top 4 myths for revenue teams" (ai-agents).

✓ **Do:** One # headline, then ## sections. **x Don't:** Use multiple # headings.

4.2 Section headings use ## ; subsections use

Rule: Main body sections are H2; nested steps or points are H3. Reserve H4 (####) for tightly nested labels.

Why: Consistent hierarchy.

Evidence: 15/15 articles. e.g. ## How to act on Gartner's three big bets → ### 1. Adapt your leadership (how-to-align-talent); #### FICTION #1: (ai-agents).

✓ **Do:** ## How revenue AI creates intelligent action workflows **x Don't:** Jump from # to ### skipping ## .

4.3 Prefer sentence case in headings (current standard)

Rule: Capitalize headings like sentences — first word and proper nouns only.

Why: The prevailing style in 2024+ articles; Title Case is a legacy pattern.

Evidence: 11/15 articles use sentence case. e.g. "Why traditional CRM workflows fail modern sales teams" (crm-system-of-action); "Multi-threading is more important than ever" (data-shows-top-reps). Title Case headings appear in the two oldest Orlob posts ("Keep Switching Speakers," "Save Price for Last").

✓ **Do:** "How to handle dismissive objections" **x Don't:** "How To Handle Dismissive Objections" (*legacy*)

4.4 Use numbered lists for sequences, bulleted lists for non-ordered sets

Rule: Numbered lists for steps, ranked insights, and ordered frameworks; bullets for feature sets, examples, and unordered items.

Why: Clear, consistent semantic use.

Evidence: 14/15 applicable articles. Numbered: "Step 1: Agree With The Objection." (we-found-top-objections); "1. The Gong Revenue Graph..." (crm-system-of-action). Bulleted: feature and example lists throughout.

✓ **Do:** Number a 3-step framework; bullet a list of objection types. **x Don't:** Bullet a sequence where order matters.

4.5 Bold the key stat or takeaway in a paragraph

Rule: Bold the single most important finding or directive so it survives skimming.

Why: Supports the skim-then-read behavior of the audience and the data-led brand.

Evidence: 13/15 articles. e.g. "**In fact, multi-threading boosts win rates by an average of 130% in deals over \$50K.**" (data-shows-top-reps); "**Win rates are highest when pricing is discussed on the *first* call — 10% higher.**" (data-reveals-best-time).

✓ **Do:** Bold one takeaway sentence per section. **x Don't:** Bold whole paragraphs (dilutes emphasis).

4.6 Italics for single-word stress, quoted dialogue, and series intros

Rule: Use italics to stress an individual word, to set example dialogue/scripts, and for the standing Gong Labs series disclaimer.

Why: Consistent italic conventions across the corpus.

Evidence: 15/15 articles. e.g. "What does matter is *WHEN*" (data-reveals-best-time); the italic "*This article is part of the Gong Labs series...*" disclaimer (data-shows-top-reps, best-sales-insights, and others).

✓ **Do:** "it's *amplifying* them"; "*This article is part of the Gong Labs series...*" **x Don't:** Italicize long runs of body text.

4.7 Use blockquotes for scripts, phrases, and pull statements

Rule: Set example talk tracks, magic phrases, and standout quotes as blockquotes (>).

Why: Visually separates "say this" scripts from instruction.

Evidence: 6/15 applicable articles. e.g. "> *'What's changed since the last time we talked?'*" (best-discovery); "> *Can I bounce a few thoughts off of you?*" (objection-handling).

✓ **Do:** Blockquote the exact phrase a rep should say. **x Don't:** Bury a recommended script inline where it can't be scanned.

4.8 Hyperlink descriptive anchor text, not "click here"

Rule: Anchor links on meaningful phrases (product names, resource titles, topics); link internally to Gong resources.

Why: SEO and clarity; consistent across the corpus.

Evidence: 15/15 articles. e.g. "[data-backed guide](#)" (data-shows-top-reps); "[selling to the C-Suite](#)" (best-discovery). Note: mid-article CTA links carry UTM parameters.

✓ **Do:** "Download the [Team Selling Cheat Sheet]." **x Don't:** "To download the cheat sheet, [click here]."

Exception: End-of-post CTA links do use action phrasing like "[download your CFO Letter Template for free]" — acceptable in explicit CTAs.

4.9 Give images descriptive alt text (current standard)

Rule: Write alt text that describes the chart's finding; avoid keyword-stuffed strings.

Why: Newer articles describe the data; older ones stuffed keywords.

Evidence: 9/15 applicable articles use descriptive alt. e.g. "Bar chart showing win rates increase from 7% with no budget mention to 49% when budget is discussed on first call" (data-reveals-best-time). Legacy keyword alt: "discovery call tips buyers journey" (best-discovery).

✓ **Do:** "Bar chart comparing talk-to-listen ratios across performer tiers." ✗ **Don't:** "discovery call tips question flow" (*legacy keyword stuffing*)

5. Technical Standards

5.1 Dates: Month D, YYYY

Rule: Write dates as full month name, day, four-digit year.

Why: Uniform across all publish/modified metadata.

Evidence: 15/15 articles. e.g. "Published on: June 11, 2025"; "Last modified on: March 6, 2026" (ai-agents).

✓ **Do:** "February 15, 2024" ✗ **Don't:** "15/02/2024," "Feb 15 '24," "2024-02-15"

5.2 Percentages: use the % symbol

Rule: Write percentages with the numeral + % symbol, closed up (no space).

Why: Dominant form, especially in all data posts.

Evidence: 13/15 applicable articles. e.g. "boosts win rates by an average of 130%" (data-shows-top-reps); "a 464% increase" (we-measured-roj); "2.15%" (cold-call-openers).

✓ **Do:** "77% more revenue," "5% of the time" ✗ **Don't:** "77 percent more revenue" in a data post.

Exception / variation: Two narrative posts spell out "percent" (all of crm-system-of-action: "76 percent," "90 percent"; partly why-shadow-ai: "40 percent," "90 percent" alongside "80%," "5%"). This is inconsistent even within one article — standardize new copy to the % **symbol**.

5.3 Currency: leading \$, K/M/billion for scale

Rule: Use "\$" + numeral; compress large amounts with K, M, or spelled "million"/"billion"; keep exact figures with commas.

Why: Consistent money formatting.

Evidence: 5/15 applicable articles. e.g. "deals over \$50K" (data-shows-top-reps); "close multiple \$50M deals" (data-shows-top-reps); "\$200,000 to \$200 million in ARR" and "\$7.2 billion valuation" (bios).

✓ **Do:** "\$100,000 deals," "\$50K," "\$7.2 billion valuation" ✗ **Don't:** "50,000 dollars," "USD 50K"

5.4 Time of day: lowercase with periods for a.m./p.m.

Rule: Prefer "11:54 a.m." style (lowercase, periods); "noon" is fine for 12:00. Avoid inconsistent "2pm" forms in new copy.

Why: The one narrative-time article uses "a.m."; a stray "2pm" also appears.

Evidence: 2/15 applicable articles. e.g. "11:54 a.m." and "hard stop at noon" (data-reveals-best-time); inconsistent "Thursday at 2pm" (how-to-respond).

✓ **Do:** "11:55 a.m.," "2:00 p.m." **x Don't:** "2pm," "2 PM," "11:55AM"

[WEAK — low evidence] Only two articles use clock times; treat as a light convention, not a firmly proven rule.

5.5 Report data with precise figures and clear denominators

Rule: Cite the exact sample and the metric together: state the N and the finding ("we analyzed X opportunities... win rates increased Y%").

Why: Credibility is the point of Gong Labs content; specificity is the brand.

Evidence: 10/15 applicable articles. e.g. "we analyzed 11,331 opportunities... all... included at least three calls" (data-reveals-best-time); "analyzed more than 1M sales opportunities across 1,418 sales organizations" (we-measured-roi); "We studied 67,149 sales meetings from our database of five million recorded calls" (objection-handling).

✓ **Do:** "In our analysis of 7.1 million opportunities, sellers that frequently use AI generate 77% more revenue."
x Don't: "Studies show AI boosts revenue a lot."

5.6 No read-time indicator

Rule: Do not add a "X min read" label; the corpus does not use one.

Why: Not present in any analyzed article.

Evidence: 0/15 articles contain a read-time indicator (absence noted across all).

✓ **Do:** Lead with title, byline, date. **x Don't:** Insert "5 min read."

5.7 Express multiples as "Nx"

Rule: Write "times/multiplier" comparisons as a numeral + lowercase x.

Why: Consistent shorthand for multiplier stats.

Evidence: 4/15 applicable articles. e.g. "23x the number of sales conversations" (we-measured-roi); "We were 2-3x the price of our competitors" (we-found-top-objections); "twice as many buyer contacts" (spelled when literary).

✓ **Do:** "23x," "2-3x" **x Don't:** "23 times more" in a stat callout (prefer "23x"); "23X."

6. Content Patterns

6.1 Titles are specific, benefit- or data-anchored

Rule: Titles either promise a concrete outcome/number ("The 11 best discovery call tips") or anchor to data/authority ("backed by data from 300M calls," "according to data"). Keep them clear and keyword-bearing.

Why: Drives both curiosity and search.

Evidence: 15/15 articles. e.g. "The best and worst cold call openers (backed by data from 300M calls)"; "How to respond to "I need to think about it" according to sales data."

✓ **Do:** "We measured the ROI of AI in sales: here's how it really impacts your deals" **x Don't:** "Some thoughts on AI and sales"

6.2 Gong Labs posts open with the italic series disclaimer

Rule: Data-research articles begin with the standing italic line identifying the Gong Labs series and inviting a subscribe/follow.

Why: Consistent series branding.

Evidence: 6/15 applicable articles. e.g. "*This article is part of the Gong Labs series, where we publish findings from our data research team... [Subscribe here] to read our upcoming research.*" (best-sales-insights, data-shows-top-reps, we-measured-roi, data-reveals-best-time, how-to-respond).

✓ **Do:** Lead a Labs post with the italic series line and a subscribe link. **x Don't:** Drop a data-research post in without the series framing.

6.3 Open with a hook: scenario, provocative claim, or question

Rule: The first lines grab attention — a mini-story, a bold stat, a contrarian claim, or a question the reader is already asking.

Why: Earns the read; consistent across content families.

Evidence: 15/15 articles. Scenario: "**11:54 a.m.** I had six minutes until their "hard stop" at noon" (data-reveals-best-time). Provocation: "Every week, a CEO drops the word "AI" into a layoff memo and the stock price pops." (ceos-using-ai). Claim: "There's a headline that's rattling leaders... "95% of generative AI pilots are failing."" (what-everyone-gets-wrong).

✓ **Do:** Open on a concrete moment or a surprising number. **x Don't:** Open with throat-clearing background.

6.4 Include a data/methodology sidebar in research posts

Rule: Gong Labs posts explain how the data was gathered (sample size, source, anonymization) in a short "About Gong Labs" / "Sidebar" block near the top.

Why: Establishes rigor and trust.

Evidence: 5/15 applicable articles. e.g. "## Sidebar: About Gong Labs... We analyze (anonymized) B2B sales interactions from our product users" (data-reveals-best-time); "### Sidebar: What is Gong Labs?" (how-to-respond).

✓ **Do:** "For this post, we analyzed 11,331 opportunities... all included at least three calls." **x Don't:** Present findings with no methodology note in a research post.

6.5 Use mid-article CTAs to gated resources

Rule: Place at least one in-body CTA to a cheat sheet, guide, template, or webinar, with a bolded link and UTM-tagged URL.

Why: Articles are demand-gen; the resource is the conversion.

Evidence: 12/15 articles. e.g. "Download the [Team Selling Cheat Sheet]" (data-shows-top-reps); "[**download your CFO Letter Template for free**]" (how-to-respond).

✓ **Do:** "(PS: Want to skip ahead? Here's a [cheat sheet]...)" **x Don't:** Run a full tactical post with no resource offer.

6.6 Close by tying the topic to a Gong product or outcome

Rule: End with a resolution section that connects the lesson to a named Gong capability and/or a demo/subscribe CTA.

Why: Every article routes to Gong's platform value.

Evidence: 13/15 articles. e.g. "Transform revenue workflows with the Gong Revenue AI OS" (crm-system-of-action); "The [Gong Revenue AI OS] is built to make a direct impact on your bottom line" (what-everyone-gets-wrong).

✓ **Do:** "Find out *exactly* what [Gong Agents] can do for you." **x Don't:** End a product-narrative post without a Gong tie-in.

6.7 Byline appears at top and bottom, with role and bio

Rule: Show the author's name and title under the H1 (with headshot) and repeat name + title + a 2–3 sentence bio at the article's end.

Why: Uniform author-credibility pattern.

Evidence: 15/15 articles. e.g. top: "Sherry Wu / Senior Director, Product Marketing at Gong"; bottom bio: "Sherry Wu is Senior Director of Product Marketing at Gong, specializing in AI-driven platform strategy..." (ai-agents).

✓ **Do:** Repeat byline + bio at the foot of the article. **x Don't:** Omit the closing bio.

6.8 Attribute expert and customer quotes with name, title, company

Rule: When quoting an expert, customer, or executive, attribute with full name, role, and organization (often linked to LinkedIn).

Why: Adds authority and specificity.

Evidence: 6/15 applicable articles. e.g. "– [Chris Hergesell, Managing Director at Accenture Song]" (ai-agents); "Graham Miller, Gong's Head of GTM AI Strategy & Enablement" (what-everyone-gets-wrong).

✓ **Do:** "As Eilon Reshef, Co-founder and Chief Product Officer at Gong, noted..." ✗ **Don't:** Drop an unattributed "one expert said."

6.9 Structure long tactical posts as numbered/labeled steps or tips

Rule: Break how-to and listicle content into explicitly labeled units ("Discovery Call Tip #1," "Step one," "#1," "1.") for scannability.

Why: Consistent architecture for tactical content.

Evidence: 6/15 applicable articles. e.g. "## Discovery Call Tip #1: Discovery is a process, not an event" (best-discovery); "## Step one: pause, speak with calm authority" (objection-handling); "## #1 Consistency is the mark of high-performing sellers" (best-sales-insights).

✓ **Do:** Number each tip/step and give it a descriptive label. ✗ **Don't:** Present a 7-step process as unbroken prose.

6.10 Ground claims in named research and hyperlinked sources

Rule: Support arguments with cited studies (Gong's own or third-party like Gartner, MIT, LinkedIn, Forrester), linked to the source.

Why: Reinforces the evidence-led brand and adds authority.

Evidence: 9/15 applicable articles. e.g. "LinkedIn's data shows AI has already created [1.3 million new jobs globally]" (ceos-using-ai); "Gartner published a paper... [The Great Sales Awakening]" (how-to-align-talent); "[MIT report]" (what-everyone-gets-wrong).

✓ **Do:** "Gartner estimates that by 2028, [AI will generate 30% of all outbound communications]." ✗ **Don't:** Assert a market statistic with no source.

7. Industry-Specific Terms

7.1 Approved acronyms (assumed knowledge — no definition needed)

Use these freely without spelling out; the audience is fluent:

• AI, CRM, ROI, GTM, RevOps, SDR, AE, CSM, CXO, CSO, CFO, VP, SVP, B2B, SaaS, ARR, IT, QR

Evidence: 15/15 articles. e.g. "RevOps becomes the strategic linchpin" (how-to-align-talent); "Whether an SDR sets a meeting for an AE, a CSM picks up a closed-won account" (data-shows-top-reps).

7.2 Terms to define on first use

Spell out on first mention because they are not universally assumed:

- **BANT** → "Budget, Authority, Need, Timing" (data-reveals-best-time)
- **LLM** → "large language models (LLMs)" (what-everyone-gets-wrong)
- **OS** (in Gong context) → "Gong Revenue AI Operating System (OS)" (best-sales-insights)

Evidence: 3/15 applicable articles define these explicitly.

✓ **Do:** "All sales reps know BANT: Budget, Authority, Need, Timing." ✗ **Don't:** Use "BANT" cold with no expansion in an intro-level post.

7.3 Gong product & platform names (fixed capitalization)

Always title-case these exactly:

- **Gong Revenue AI OS / Gong Revenue AI Operating System (OS)**
- **Gong Revenue Intelligence Platform / Gong Revenue AI Platform**
- **Gong Revenue Graph · Intelligence Layer · Automation & Orchestration**
- **Gong Agents · Agent Studio**
- **AI Briefer · AI Deal Predictor · AI Deal Monitor · AI Composer · AI Tasker · AI Transcriber · AI Activity Mapper**
- **Ask Anything / AI Ask Anything**
- **Call Spotlight · Smart Trackers · Gong Engage**
- **Gong Labs** (the research team/series)

Evidence: 8/15 applicable articles. e.g. "You can customize your Gong Agents using drag-and-drop fields in an intuitive **Agent Studio**" (ai-agents); "The Gong Revenue AI OS demonstrates this approach" (crm-system-of-action).

✓ **Do:** "AI Briefer automatically pulls key insights." ✗ **Don't:** "ai briefer," "Gong's briefer AI," "the Revenue Graph tool."

Note: "Gong" is styled without ".io" in body copy; "Gong.io" appears only in legacy posts and bios ("Here at Gong.io" — objection-handling). Prefer "Gong" in new copy.

7.4 Core sales/revenue vocabulary (house spelling)

Standardized terms and their forms:

- **revenue teams, revenue leaders, revenue AI, revenue intelligence** — lowercase
- **reps, sellers, sales reps** — lowercase; interchangeable

- **multi-threading / multi-threaded** — hyphenated
- **closed-won, closed-lost** — hyphenated
- **win rate(s), deal cycle, sales cycle, deal velocity, pipeline, forecast** — lowercase, no hyphen
- **next-best-action / next-best actions** — hyphenated
- **talk-to-listen ratio** — hyphenated
- **team selling, multi-threading** — house tactical concepts
- **cold call / cold calling, cold email, discovery call** — two words, lowercase
- **talk track(s)** — two words
- **buying group, buying committee, champion, stakeholder(s)** — lowercase
- **objection handling** — two words, lowercase

Evidence: 15/15 articles collectively. e.g. "maintain a healthy talk-to-listen ratio" (best-discovery); "a single-threaded deal should be an immediate red flag" (data-shows-top-reps).

✓ **Do:** "closed-won deals," "next-best-action," "talk-to-listen ratio" **x Don't:** "closed won deals," "next best action" (as a modifier), "talk to listen ratio"

7.5 AI/agentic terminology

- **AI agents / agentic AI** — lowercase (except branded "Gong Agents")
- **generative AI / gen AI** — lowercase
- **shadow AI** — lowercase, house term for unsanctioned personal AI use
- **system of record vs. system of action** — lowercase conceptual pair
- **purpose-built, verticalized, domain-specific** — house adjectives for specialized AI
- **conversation intelligence** — lowercase

Evidence: 6/15 applicable articles. e.g. "The quiet adoption of personal AI is what researchers are now calling "shadow AI"" (why-shadow-ai); "purpose-built, specialized agents" (ai-agents); "systems of action that bridge the gap between insight and execution" (crm-system-of-action).

✓ **Do:** "agentic AI," "shadow AI," "purpose-built vertical AI" **x Don't:** "Agentic AI" mid-sentence, "Shadow-AI," "AI-Agents."

7.6 Signature data references

When invoking Gong's proprietary scale, use the established phrasings:

- **"300M+ cold calls" / "data from 300M calls"** (cold-call series)
- **"1.8 million opportunities", "7.1 million opportunities", "millions of B2B sales interactions"**
- **"Gong Labs"** as the source attribution for internal research

Evidence: 5/15 applicable articles. e.g. "We analyzed 300M+ cold calls to answer the question" (cold-call-openers); "millions of B2B sales interactions, captured and analyzed in real time" (ceos-using-ai).

✓ **Do:** "backed by data from 300M+ cold calls" **x Don't:** Round or inflate the corpus size inconsistently.

8. Quick Reference Checklist

Before publishing, verify:

Voice & Tone - [] Reader addressed as "you"; Gong/Labs as "we" (§1.2–1.3) - [] Contractions used throughout; active voice dominant (§1.5–1.6) - [] Every major claim tied to a specific stat (§1.9, §5.5) - [] No sustained ALL-CAPS stress in new copy — use bold/italics (§1.10) - [] Ends on optimism + a clear next step (§1.9)

Grammar & Usage - [] Oxford comma in every 3+ item series (§2.1) - [] Gong products/agents in title case; roles ("reps," "revenue teams") lowercase (§2.2–2.3) - [] Numerals for all stats, %, money, measurements (§2.6) - [] Compound modifiers hyphenated: "data-backed," "closed-won," "multi-threading" (§2.8–2.9) - [] AI/CRM/ROI/SDR left undefined; BANT/LLM/OS defined on first use (§2.4–2.5)

Punctuation - [] Em dashes spaced (—) (§3.1) - [] Smart quotes, American style, periods/commas inside (§3.2–3.3) - [] Colons set up data and lists (§3.4) - [] List punctuation consistent within each list (§3.7)

Formatting - [] One H1; ## sections, ### subsections; sentence-case headings (§4.1–4.3) - [] Numbered lists for steps, bullets for sets (§4.4) - [] Key takeaway/stat bolded once per section (§4.5) - [] Descriptive link anchor text and image alt text (§4.8–4.9)

Technical Standards - [] Dates as "Month D, YYYY" (§5.1) - [] Percentages with % symbol (not "percent") (§5.2) - [] Currency: "\$" + K/M/billion (§5.3) - [] Multiples as "Nx" (§5.7); no read-time label (§5.6)

Content Patterns - [] Specific, data/benefit-anchored title (§6.1) - [] Strong hook in the first lines (§6.3) - [] Gong Labs series line + methodology sidebar (research posts) (§6.2, §6.4) - [] At least one mid-article resource CTA (UTM-tagged) (§6.5) - [] Closes with a Gong product/outcome tie-in (§6.6) - [] Byline top + bottom, with closing bio (§6.7) - [] Third-party claims sourced and linked (§6.10)

Industry Terms - [] Product names spelled/capitalized exactly (§7.3) - [] House spellings: "multi-threading," "talk-to-listen ratio," "cold call" (§7.4) - [] "shadow AI," "agentic AI," "gen AI" lowercase (§7.5)

Rules Flagged for Human Review

The following rules have weak evidence (<2/3 of applicable articles) and need an editor's accept/reject:

#	Rule	Section	Evidence
1	List punctuation is consistent <i>within</i> each list (fragment vs. sentence)	§3.7	Working pattern in 11/15, but several lists mix forms; enforce as preference, not proven absolute. e.g. "Data entry / Scheduling" (ai-agents) vs. period'd sentence bullets (crm-system-of-action)
2	Time of day as lowercase "a.m./p.m." with periods	§5.4	Only 2/15 articles use clock times; one uses "11:54 a.m." (data-reveals-best-time), the other the conflicting "2pm" (how-to-respond)

Additional variations for editor awareness (documented inline, not separate rules): - Percentages — 13/15 use the "%" symbol; crm-system-of-action spells out "percent" throughout and why-shadow-ai mixes

both. Guide standardizes to "%" (§5.2). - **Heading case** — sentence case in 11/15 (current standard); Title Case in the two oldest Orlob posts (§4.3). - **ALL-CAPS emphasis** — legacy device in the two oldest tactical posts; absent from 2024+ copy (§1.10).

Document version: 1.0 **Analysis source:** 15 Gong blog articles (2018–2026) **Last reviewed:** July 2026