

Tips for writing help center articles

Don't make assumptions

Just because someone comes to Bullish to invest their money, doesn't mean they understand exactly what they are doing. Even if they do understand how exchanges work, they may not understand how Bullish works.

Our customers come to the help center to solve problems on their own, so we need to be very clear in our language. Avoid using technical jargon and advanced terminology without defining it. It is better to over-communicate than confuse our users. More experienced users will skim over the simplified explanations, but new users will need some more hand holding.

Focus on our customers' goals, not our features

Customers are looking for what they are trying to do more than the features they are trying to use. Start an article with the goal the customer wants to do.

For example, say "Use your assets to earn" instead of "Here's how to use BLP."

Make our customers feel smart

We want to make our customers confident about using Bullish. Here is how we can do that:

- **Write like you speak.** Write as if you were explaining Bullish to a friend. Write things like "If you want to," "You can," and "To change your settings."
- **Be confident.** Use an active voice and choose strong words like "you should," "you need to" and "we recommend." The more confident you sound the more customers will trust what you say.
- **Have fun.** Your excitement about Bullish will show in your articles. It can lead to users being excited about Bullish. Stay positive!
- **Show empathy.** If there is something you know users are having trouble with, show empathy in the article. For example, we can reassure our users when we talk about a margin call. "If you receive a margin call, don't worry. Here is what you need to do."

Stick to the brand

No matter what we are writing, we need to stick to the Bullish Style Guide. By sticking to the guide, we ensure a consistent message across all channels.

Formatting

Make things easy to read:

- Use bullet points for lists
- Use numbers for steps
- Use visuals (screenshots, videos, graphs, tables)
- Break up blocks of text (a good rule is to limit paragraphs to 3-5 lines)
- Use subheadings
- Include summaries or wrap-ups

Keep paragraphs short and to the point. Our users' attention will be drawn to the subheadings, so use these to call out your most important points. It makes it easier for users to scan the article to find what they need - especially our advanced users who may just need a small bit of information to do what they want to do.

Video

Once you have finished reading, visit this site for a summary of what we have gone over
<https://www.youtube.com/watch?v=UDmJnRzjHY4>.

References

[8 Knowledge Base Examples & 8 Lessons](#)

[How to write great help articles | Help Center](#)

[Tips & Templates for Writing Great Knowledge Base Articles](#)