

Fitt Insider — Editorial Style Sheet & Pre-Publish QA

Three surfaces, three rule sets. Derived from 7 website articles, 9 newsletter issues (Nos. 386–415), and the Daily Brief archive.

Offered as a desk reference to standardize existing house conventions — not as a correction of published work.

WEBSITE ARTICLE

HEADLINE

- Title case, AP style — prepositions under four letters lowercase.
- Active present tense: Adds, Preps, Enters, Creates.
- No terminal punctuation. Four to eight words.
- No emoji.

DEK

- Two words, sentence case, terminal period, under every headline.
- A repurposed idiom: literal reading names the subject, figurative reading states the thesis.
- Second wind. · Man-made. · On call. · Low impact.

STRUCTURE

- Opener: standalone sentence, 4–7 words, “[Subject] is [present participle].”
- News only — “What’s happening:” nut graf, one sentence, 25–30 words.
- Body: bold mini-hed + 30–60 words. Never more than three sentences.
- Long Trends pieces add title-case H2 section headers.
- Total: 200–280 words.
- No bullet lists. All prose.

ISSUE ARCHITECTURE — INVARIANT, 9 OF 9

- Sponsor tagline → LEAD STORY (untitled, 302–390 words, 1–3 title-case H2s) → podcast slot → editorial section → SPONSOR BLOCK → editorial section → News & Notes → Money Moves.
- Exactly two editorial news sections per issue. Never one, never three.
- The sponsor block always sits between them — never first or last of the three.
- “On the Podcast” runs in TUESDAY issues only (6/6 Tue, 0/3 Fri). Friday may carry an alternate slot such as Save the Date.
- Issue length 1,071–1,336 words; mean ≈ 1,220.

CASE SIGNALS EDITORIAL VS SPONSORED

- SENTENCE case = editorial. TITLE case = sponsored. 9 of 9, no exceptions.
- “Bathrooms become diagnostic platforms” vs “Turn Attention Into Brand Equity.”
- Sponsored blocks: 2–4 mini-heds, always closing on a hyperlinked → CTA line.
- Sponsor links carry UTM parameters. Verify before send.
- Sponsors are mostly house properties — Fitt Talent Partners 4/9, AIIR 2/9.

NEWSLETTER

SUBJECT & ISSUE TITLE

- Subject line: “Issue No. 413: Rest Easy” — number, colon, title in title case.
- Issue title is two words, or one hyphenated compound (Self-Made).
- The issue title is the lead story’s dek. It does not repeat inside the issue.
- Preview text is a fixed string: “The business of health & wellness.” Never written per issue.
- Cadence Tuesday and Friday, sent 19:30–21:15 UTC. Not daily — never call it a Daily Brief.

SECTION HEADLINE

- Sentence case with a leading emoji. No terminal punctuation.
- Emoji chosen per story, not fixed per category — a toilet-sensor story and a blood-testing story get different marks.
- Fixed emoji only on recurring sections: News & Notes, Money Moves, On the Podcast.
- Grammar: subject + present-tense verb + complement.

ITEM STRUCTURE

- Hyperlinked lede sentence stating the news — 20–25 words. No nut graf label.
- Two bold mini-heds, 30–60 words each. Not three.
- Kicker to close.
- Total: 120–180 words. No dek.
- Two news sections per issue, plus a lead story.

NEWS & NOTES

- 8–12 bullets (mean ≈ 11). Company + hyperlinked verb + short predicate.
- “SworKit adds clinician-guided MSK care.” The verb is the link anchor.
- Sentence case, terminal period, one line each. No analysis.

MONEY MOVES

- US/Canada always first, Europe second, third region rotates: Asia, Australia/NZ, or Africa. Some issues run only two.
- Company-first or descriptor-first. The amount is the link anchor.
- Verbs vary: raised, secured, landed, closed, announced, acquired.
- Foreign currency first, USD in parentheses: EUR 9.3M (\$10.6M); GBP 700K (\$930K).
- Nationality as adjective: “Spain’s Onalabs,” “UK-based Virilitas Labs.”

SHARED ACROSS ALL SURFACES

- ONE SEMANTIC FIELD PER ISSUE. The issue title, the lead story’s H2 headers, and every mini-hed inside it come from the same field. Open Wide → Say Aah. Rallying Cry → Hail Mary, Die Hard, Contending. Second Wind → High Bar, Cue the Confetti.
- Mini-heds: bold, one to two words, sentence case, terminal period. H2 headers: title case, one to three words, same double-meaning logic as the dek.
- Kickers rotate: “Punchline:”, “Takeaway:”, “Looking ahead:” — sentence case, 20–35 words, forward-looking.
- Sentence signature: roughly two-thirds of sentences open with a front-loaded participial phrase carrying the judgment before the main clause delivers the fact.
- Numbers: \$10M · \$700M · 240K · 54% · ~40% — never spell out million or billion. Years as ’25, ’26. Ratios spelled out in prose. US, DoD — no periods. Oxford comma.
- Names: render the company’s own styling — WHOOP not Whoop, STRONG Pilates not Strong Pilates, poppi, bValue Fund, EGYM, seca. Check the company’s own release, not the trade write-up. No Inc./LLC/Corp. Ampersand in title strings. First mention descriptor + title + full name; later, last name or descriptor-as-pronoun.
- Sourcing: statistics hyperlinked to primary sources; companies and people linked to prior coverage. Linking is dense. Where no link, attribute inline — per SPINS, per IQVIA.
- Never: second person, first person, exclamation points, rhetorical questions, hype adjectives, hedging filler, an unsourced statistic, a paragraph over three sentences.

Fitt Insider — Editorial Style Sheet & Pre-Publish QA

The Daily Brief, pre-publish QA, send checks, and observed variations.

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DAILY BRIEF — THIRD SURFACE

- Weekdays, daily. Separate product from the Tue/Fri numbered newsletter. Lives at insider.fitt.co/dailybriefing.
- Also a podcast — each edition runs on Apple and Spotify at roughly two to three minutes.
- Bylined. Sam Sette on the editions sampled.
- Three stories per edition. Headline is the three stories, comma-separated: “Eli Lilly Backs Oura, Neko Raises \$700M, Wellness Becomes Default.”
- Sponsor line → one-line standalone opener → three TITLE CASE H2 sections.
- Each section: one to three short paragraphs. BULLETS ARE PERMITTED here.
- No dek. No bold mini-heds. No kicker label.
- Roughly a two-minute read. Far shorter than a newsletter issue.
- The archive doubles as a coverage log — three stories per weekday, the fastest way to check what has already run.

VOICE REGISTER

- Compressed and lightly wry — “food and bev brands,” “supps,” “parent co.”
- Judgment lives in verb and modifier choice, never in first person.
- One spaced em dash per paragraph, for the pivot or the consequence.
- Corporate formality reads as off-brand.

TWO PUBLICATIONS

- Fitt Insider: punchier, thesis-forward, business-and-capital angle.
- Femtech Insider: separate entity, weekly digest, granular category taxonomy.
- Confirm category assignment against the correct brand before publishing.

PRE-PUBLISH QA — EVERY PIECE

- ☐ Every figure verified against a primary source, not an aggregator.
- ☐ Every external link opens and resolves to the intended page.
- ☐ Internal links added to prior coverage where relevant.
- ☐ Statistics hyperlinked or attributed inline.
- ☐ Direct quotes in quotation marks and verified verbatim.
- ☐ Company and product names match their own styling.
- ☐ Correct surface conventions applied — website, newsletter, or Daily Brief.
- ☐ Headline case correct for the surface; emoji present only on newsletter.
- ☐ Dek two words, sentence case, terminal period (website only).
- ☐ Mini-heds drawn from one semantic field.
- ☐ Kicker label sentence case and consistent within the piece.
- ☐ Mini-hed punctuation consistent within the piece.
- ☐ Image placed, alt text written, credit and licence cleared.
- ☐ Category assigned; publish date and byline correct.
- ☐ Second reader sign-off before anything ships.

NEWSLETTER SEND

- ☐ Subject line follows “Issue No. NNN: Two Words.”
- ☐ Issue title matches the lead story’s dek.
- ☐ Preview text set to the standing house string.
- ☐ Emoji present on every section headline and matched to subject.
- ☐ Editorial sections sentence case; sponsored sections title case.
- ☐ Exactly two editorial sections, sponsor block between them.
- ☐ Podcast slot present on Tuesday issues, absent on Friday.
- ☐ Sponsor block closes on a hyperlinked → CTA line; UTM parameters intact.
- ☐ News & Notes: every bullet carries a working link on the verb.
- ☐ Money Moves: region groups ordered, currencies converted, amounts linked.
- ☐ Sponsor blocks placed and written in house voice.
- ☐ Credits line updated with the correct contributors.
- ☐ Test send opened on a phone before scheduling.
- ☐ All links tested from the test send, not the editor.
- ☐ Footer: physical address, unsubscribe, view-in-browser.
- ☐ Segment, send time, and UTM parameters confirmed.
- ☐ Plain-text version reviewed.

WATCH-OUTS

Variations observed in the July 2026 archive. Listed to standardize a convention, not to correct published work.

- The front-loaded participial phrase is a house signature — confirm the modifier attaches to the actual subject. Observed: “Having previously served on the FDA’s Digital Health Advisory Committee, Dr. Bhatt’s clinical and digital expertise will inform ...” The expertise did not serve on the committee.
- Mini-hed punctuation varies: the period sits outside the bold in “Functional.” and inside it in “Savvy sips.” Same split on the kicker label — “Punchline:” appears with the colon both inside and outside the bold.
- Deks carry a terminal period in six of seven sampled articles.
- Em dashes follow a spaced house pattern; a small number appear unspaced.
- One sponsored headline carries a terminal period — “Health & Wellness Hiring, Done Right.” — where the other eight do not.
- Sample: 9 newsletter issues (Nos. 386–415) and 7 website articles. Structure held in all nine. Femtech Insider newsletter architecture remains unsampled.