

# What Makes Lucas Lucas: Analyzing the Techniques Behind the Client's Preferred Brand Voice

This is a quick look at some of the features of Lucas' writing. This is *not* a guideline or a set of rules for how we must write, just a few observations about what techniques make up the Lucas voice.

**My take-away:** Lucas is a young, smart guy who loves what he does and is passionate about nearsource development. Maybe he just left grad school a few years ago. I think this is a good voice that can connect with the target audience, which are IT decision makers.

While Lucas is an actual BairesDev team member and not a persona, it may be helpful for us to *imagine* we are writing as the persona of Lucas.

I think of his style as giving the more terse, longer, technical info in the body of the writing. But then he gives us short, sweet and punchy lines that stand out in key places; such as intros, closers or subheadings.

[From the Writer's 411:](#)

Speaker/Voice/Tone:

**a. Highly detailed**

- b. Familiar and casual
- c. Authoritative/Expert in the field

**d. Passionate**

- e. They really like the voice/tone of the posts by their writer Lucas, who is one of their software developers: <https://www.bairesdev.com/author/lucas-hendrich/>
- [He speaks in first person](#). "As we near the end of 2019, I would like to reflect on some important trends in which we saw significant growth during the year."
- [He gets support from numbers](#). "This 80/20 ratio flips to product focus very quickly as we begin to sprint, with the goal of dedicating our efforts 100% to features and 0% technical debt."
- [His readability](#) score is grade 15! This is grad-school level. But to us, it sounds technical with some vernacular phrases thrown in to make it more accessible.

**My recommendation:** If we write things in technically correct language and go over them to try and lower the syllable count, we can arrive in his neighborhood naturally.

- "Cloud-native application development has become the default choice for product development, and never has this been so clear than in 2019. If developers have become more operationally aware as described above, "everything as code" is

now the operational trend. The go-to toolset for any team is swiftly becoming cloud-based; cloud infrastructure can now be built and maintained 100% by code. If previous years saw the evolution from physical to virtual machine to container, this year saw the explosion of function-as-a-service and serverless architectures which allow much greater ease in orchestration, provisioning and scaling upon demand.”

- [But, his lead-in sentences are short and sweet:](#)
  - “But first, let’s address the misconceptions.”
- [So are his subheadings:](#)
  - “1. Focus on a MVP alone.  
2. Build first, test later.  
3. We just need a couple of programmers.  
4. The requirements are simple.  
5. It’s just an app.”
  - [“But...it works on my local machine!](#)  
So What Can I Do About It?  
It’s a Factory Affair  
How Can We Help?”
- [He’s conversational, a smart guy giving you his opinion:](#)
  - “I would argue that this is really the only good example in which the employee may be putting the company at risk using remote access, assuming the company has a device policy in place and is following best practices for multi-authentication, principle of least privilege and auditing, amongst others. I would also argue that if I wanted to hack a company, the last place I would start would be monitoring random traffic at my local Starbucks. After all, it is so much easier to just walk in the front door.”
  - “Imagine building a boat. Make that a large boat, with enormous objectives: guaranteeing your business steady growth and increases in shareholder value. [Remember that the boat has to be incredibly secure, fail-safe, built to the best industry standards for today and the next twenty years.](#)”
- He does use more traditional business writing phraseology at times, which hopefully means it will be fine if we use it too:
  - “[At BairesDev](#), we have a [proven](#) approach that includes a Design Sprint with a core team that will guarantee not only a successful MVP but also a solution that will grow and scale your product.”
- Other “Lucasisms” include:
  - “[Cloud-native application](#) development has become the default choice for product development, and [never has this been so clear](#) than in 2019.”
  - “[Managed teams: Up your game](#)”

