

Tone & voice worksheet

Consider where you land in all your communication: email, phone calls, social media, etc. How does it feel/sound to your audience? Plot a point on the scale and stay consistent. *Extra credit: plot down the competition's tone and voice on a separate sheet. Can you stand out, be intentionally different?*

casual	formal
friendly	professional
approachable	exclusive
light-hearted	serious
high-energy	reserved
humble	confident
indirect	direct
collaborative	assertive
raw	polished
down to earth	sophisticated
witty	sincere
nonchalant	convincing
variable	consistent
traditional	nontraditional
	
	