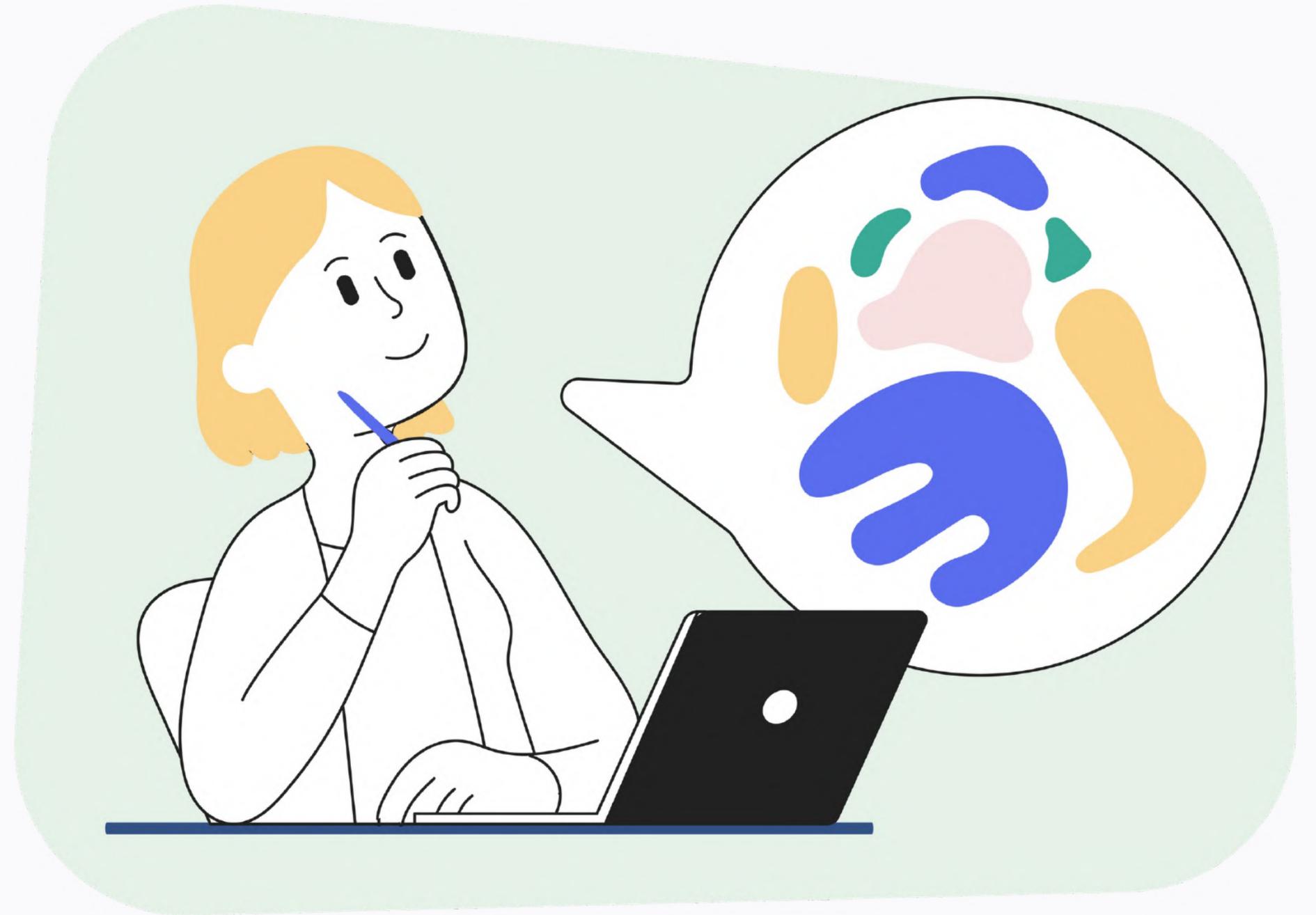


How to express your brand's tone of voice through copywriting

25 May 2022



Who am I?

Clare Dodd, Editor in chief

- Worked as a copywriter with Articulate for 4 years
- Went corporate with an academic publisher and a law firm
- Focused on content, messaging and digital marketing
- Now I head up our writers, content strategy and quality



Tone of voice is about making people feel things

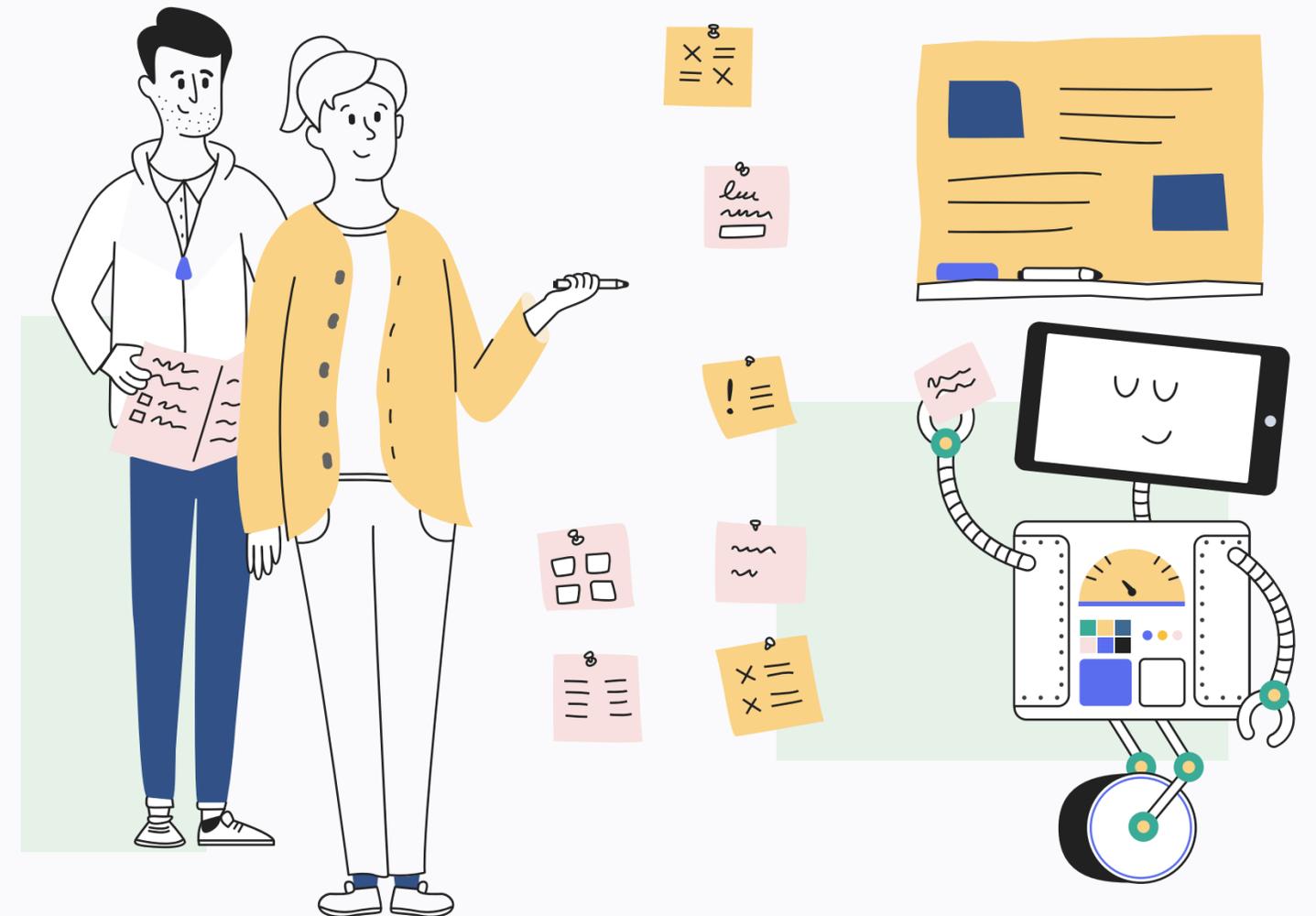
(Hopefully good things)

What is tone of voice?

Tone of voice is how you say what you say and how you make people feel when you say it.

Tone of voice is about:

- Attitude
- Energy
- Syntax and rules
- Your audience (more on that later)



Vibe

Serious <> Whimsical

Professional <> Friendly

Grown-up <> Playful

Disney <> Looney Tunes

Decaf <> Double espresso (high energy or cool, calm and collected) -

Humble <> Self-confident

Industry vets <> disruptive insurgents

Polite <> Informal

I'm a Mac <> I'm a PC

Waltz (elegant) <> Rhumba (passionate)

Attitude

Trusting <> Sceptical

Idealistic <> Pragmatic

Righteous <> Just (Superman is Righteous and Batman is Just!)

Deterministic <> Opportunistic

Data <> Opinion

Obsession <> Passion

The future <> The moment

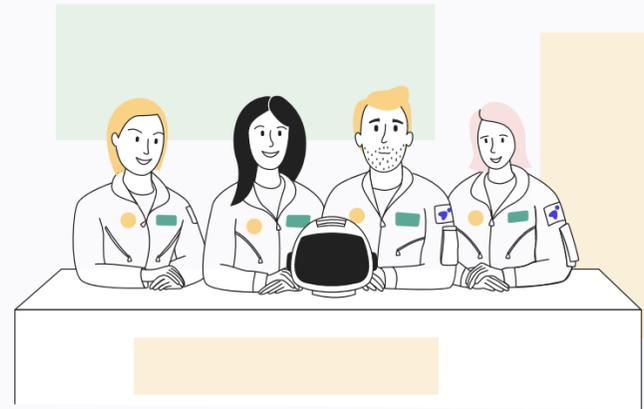
Logic <> Emotion

Process <> Outcome

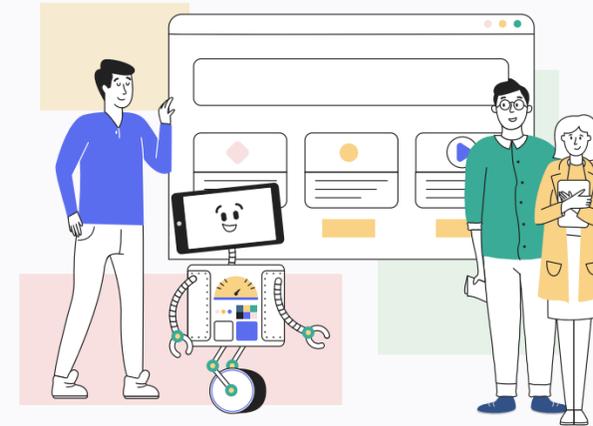
...and why does it matter?



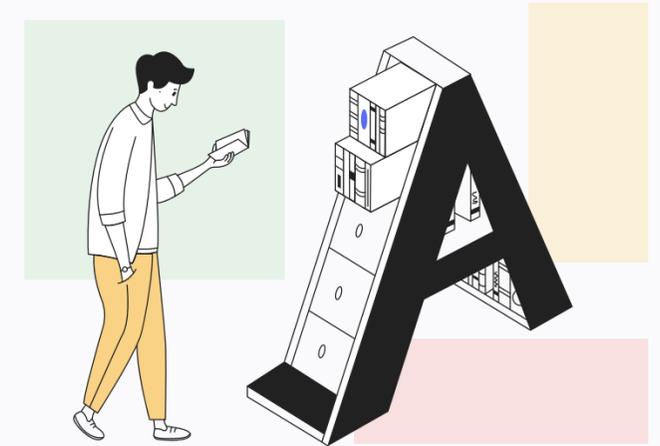
Build brand identity and recognition



Elicit an emotion



Compelling content is good for SEO



Get more conversions



Maya Angelou said...

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Pixel 6 Pro

The smartest and fastest Pixel yet.



Google Tensor: Our first custom-built processor.

The first processor designed by Google and made for Pixel, Google Tensor makes the new Pixel phones our most powerful yet.¹



The most advanced smartphone camera.

Capture brilliant colour and vivid detail with Pixel's best-in-class computational photography and new pro-level lenses.



Redesigned for more powerful performance.

With faster apps and pages, an all-day battery,² and proactive help, Pixel 6 Pro delivers what you need when you need it.



Highest rated for security.³

Pixel keeps your personal data safe with the new Google Tensor chip and next-gen Titan M2™ security.⁷



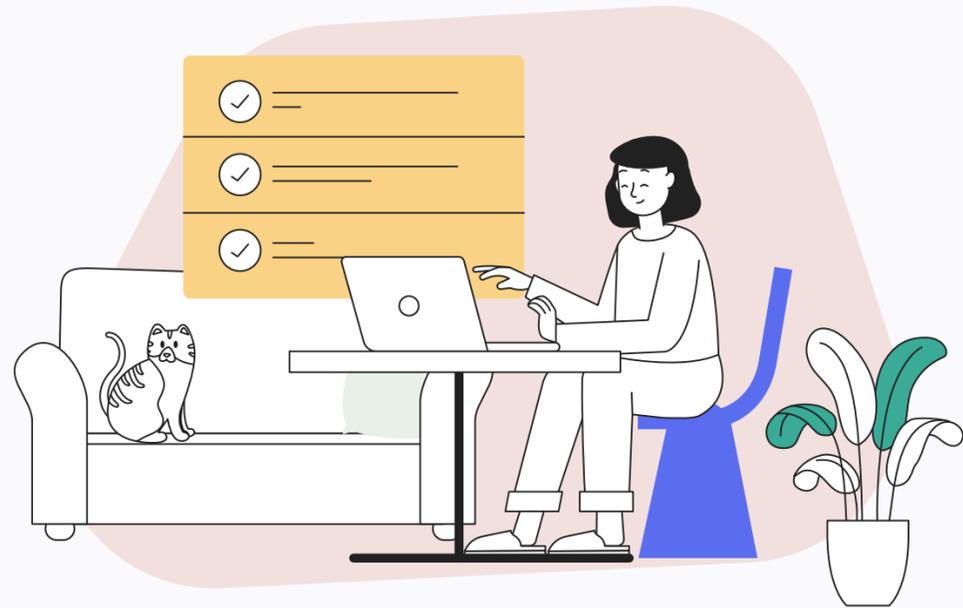
iPhone 13 Pro

A dramatically more powerful camera system. A display so responsive, every interaction feels new again. The world's fastest smartphone chip. Exceptional durability. And a huge leap in battery life.

Let's Pro.

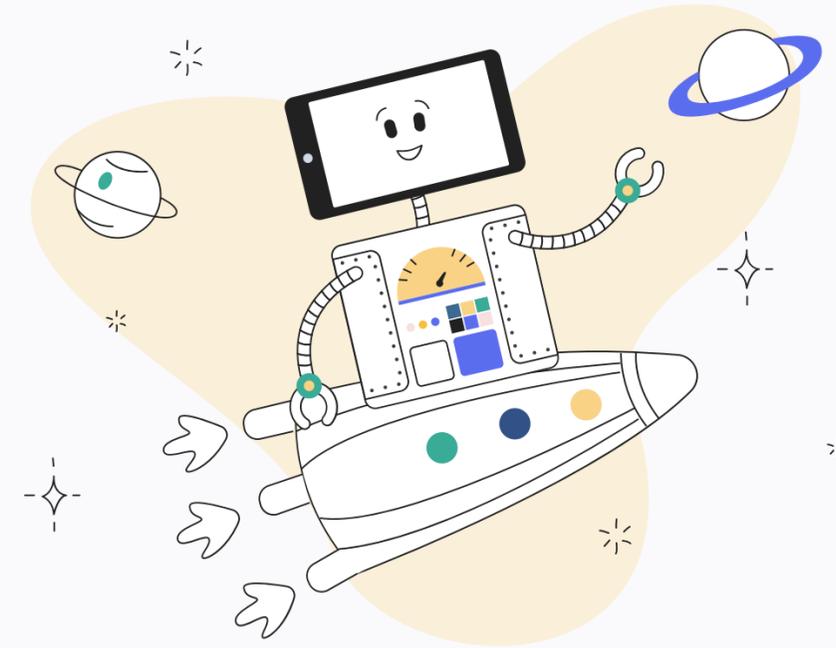
Messaging and audience in your tone

Why tone of voice is more than your tone of voice



Why you're saying it

Your messaging will tell you why you're trying to say what you're trying to say. Tone of voice only works when it's aligned to what you're saying.



Subtle reinforcement

You don't want to copy paste your messaging points into every piece you write, but you do want a key word or concept to carry through.



How do your customers talk?

- **Enact** the attributes your customers want in a partner/ vendor
- **Engage** your customers by making your copy more enjoyable to read
- **Empathise** with where your customers are, what they're feeling about your topic
- **Echo** the terminology and style your customers use
- **Engender** a sense of a shared tribe

Art or science? The process of writing

More than words....

Choices that influence your voice



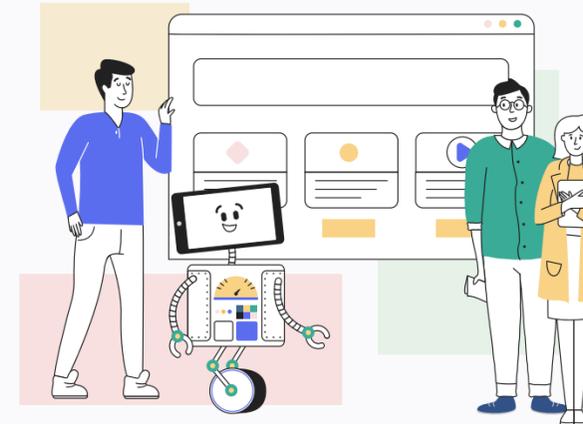
The sources you choose

The style of content you reference influences how people see you.



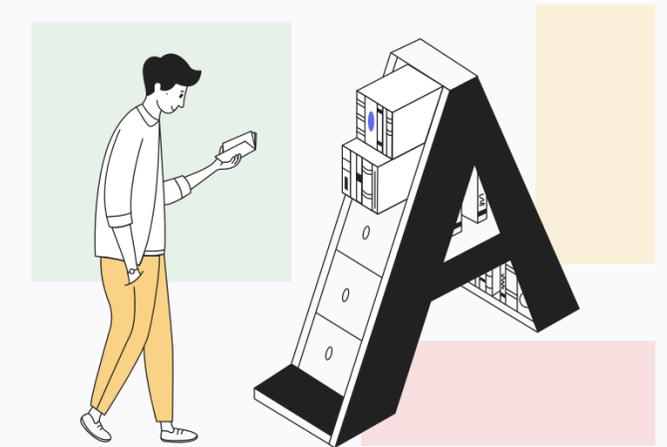
Structure

Headings, bullets, visuals, paragraph blocks



The argument you make

Balanced and informative?
Opinionated and authoritative?
Questioning and inspiring?



Where you pitch it

Are you light, informative, quick, actionable content? Or are you in-depth, educational, rigorous?



5 steps to the tone zone

1. **Immerse yourself in your voice**
2. **Try music**
3. **Be yourself**
4. **Use <https://hemingwayapp.com>**
5. **Read your work out loud**

Tone of voice in action

Can you hear it?

TOV 1

- **Idealistic and optimistic** – we believe things can be done differently.
- But also **grounded** in reality: data-driven and insight-led.
- **Informal** in the way we communicate, but **knowledgeable** about what we say.
- **Passionate** about our product and the results it can achieve.
- **Respectful** of our readers and customers, their time and their needs.



Sales sequence email

Subject line **A: Give your business the gift of time** / Subject line **B: Find time for innovation & transformation**

After my last email, my **hope** is you read our article and learned more about hyperautomation.

In reality, my **guess** is you just didn't have time.

But wait. Would this be true for others at your organisation too?

Maybe they also don't feel like there's enough time for learning, or even to get their day-to-day activities done in time.

Automation empowers people with time and data.

There's never a good time to start a new project, which is *why now is the best time for your organisation to embrace intelligent automation.*

Read our article, for the sake of your team. And think how we (the XXXX team) could help you give your people the time to **focus on innovative, engaging and valuable work.**

(Contact owner)



TOV 2

Empower. Help people find the tools they need to manage their projects, programs and portfolios by using language that informs them and encourages them to make most of our products.

Respect. Treat readers with the respect they deserve. Put yourself in their shoes, and don't patronize them. Remember that they have other things to do. Don't market at people; communicate with them.

Educate. Tell readers what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that you're the expert, and readers don't have access to everything you know.

Speak truth. Understand X's place in our users' lives. Avoid dramatic storytelling and grandiose claims. Focus on our real strengths.

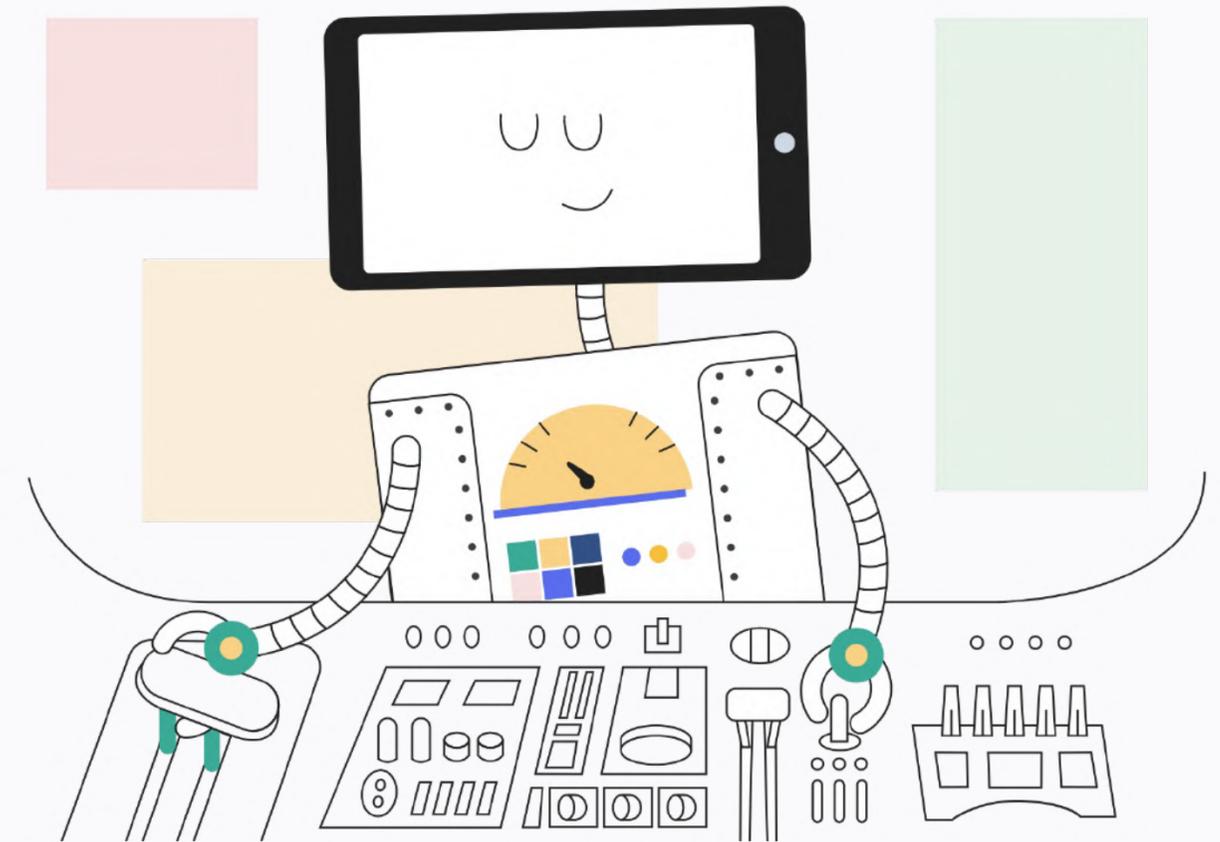
Getting Granular

Of course, it's not as simple as assigning project management methodologies to set industries.

In the research article, 'Can Agile Project Management Be Adopted by Industries Other than Software Development?', the authors examine 19 different businesses within varying sectors.

In their findings, they discovered that businesses with **certain characteristics similar to that of the Software Development industry could comfortably use Agile project management for at least some of their projects**. Characteristics include organizational structure type, project team size, and project management experience.

'The APM [Agile Project Management] approach could be adapted to non-software companies, or more traditional industry sectors, at least for innovative projects or even for some parts of the project that require a more flexible management approach.'



TOV 3

Capable: ...can readily provide answers to their questions, both from a technical angle and from a process management angle... We like to geek out with like-minded folk...

Thorough: our dedicated X engineers are 'in the trenches' with project managers and development teams ... we're serious about great X and use data to inform any decisions, not just opinions.

Outcome-driven: we look for reasons to get inspired, to innovate, to think outside the box. We're confident in our abilities to work together with organizations to achieve their goals. ...we've got our eye on the horizon, too.

Sincere: What matters is solving for the customer, and we're self-aware enough to know we aren't always right... honest and straight-forward ...Part of that means delivering information in a candid manner.

Speaking from the heart: We communicate in a friendly, informal way (but not sarcastic or overtly irreverent)... B2B is really just human to human, after all.



Being agile in the right projects

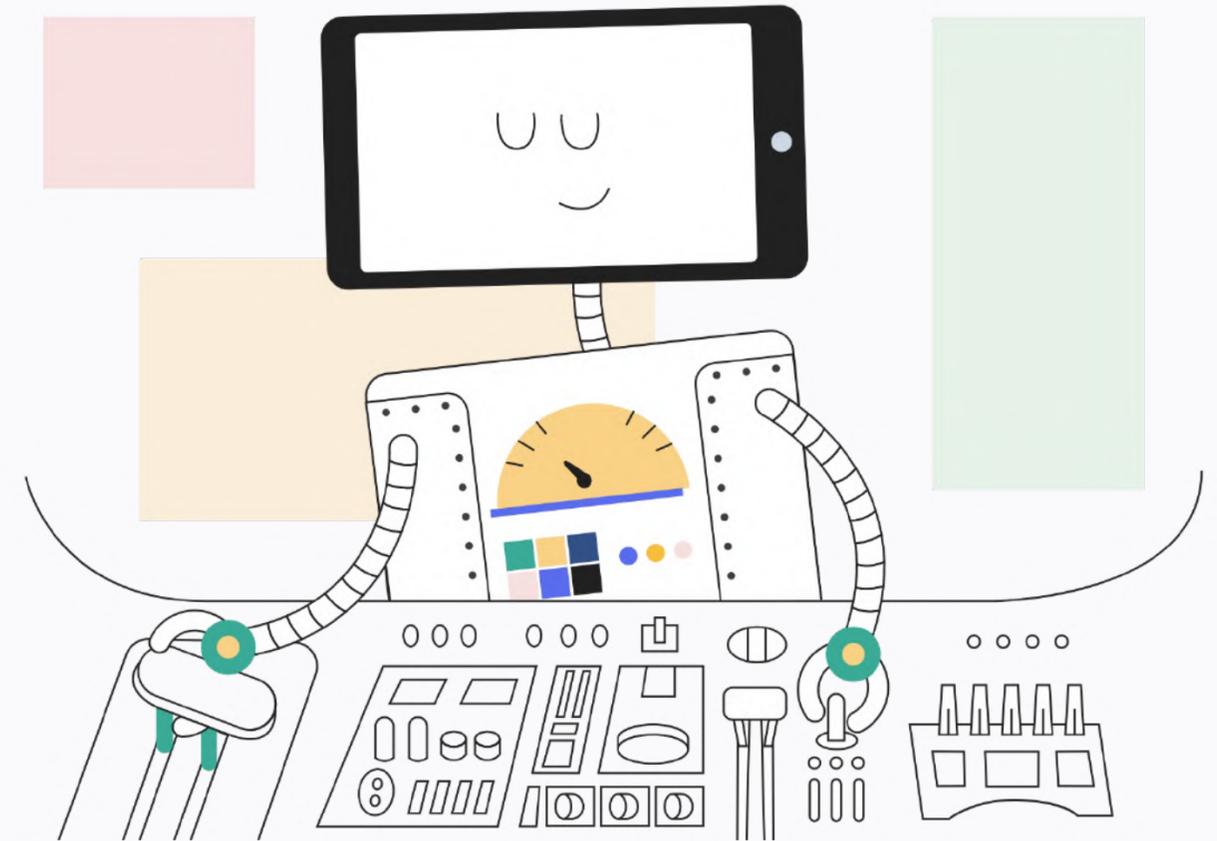
Agile isn't infallible. It's a targeted methodology that won't work across the business. As much as you'd probably like to use it in every single scenario you've got, the methodology just isn't always suitable.

For some tasks, the old tried and tested waterfall methods actually work better. Those projects are usually less focused on the individuals working on them, and more on the end result.

If you're producing a product on an assembly line over and over, the agile system wouldn't bring any benefit. The reason being, creativity isn't needed. If you're building something the same way every time, a standardized approach works perfectly well. And, in fact, creating a uniform workflow will probably result in a higher quality end product.

Moreover, since you're not working in sprints, there's no need

Pitch for an incremental feedback process.



Questions?