

tone of voice in action

CHEAT
SHEET

Write in a Clear Voice

Inspired by: Uber

- Cut adverbs
- Simplify words
- Split sentences

Free resource: Hemingway Editor

Write in a Warm Voice

Inspired by: Virgin Mobile

- Use the active voice
- Add you and I
- Ask questions

Free resource: Otter (voice transcription)

Write in a Knowledgeable Voice

Inspired by: Shopify

- Give evidence
- Link features to benefits
- Share stories

Free resource: Hubspot Case Study Guide

Write in a Positive Voice

Inspired by: Airbnb

- Flip negatives
- Solve problems
- Overcome objections

Free resource: PASO formula

Write in a Humorous Voice

Inspired by: Mailchimp

- Use witty headlines
- Add the unexpected
- Try wordplay

Free resource: CoSchedule Headline Analyzer

Flex your Tone

Inspired by: Salesforce

- Adapt for your audience
- Adjust for your platform
- Dial traits up and down

Free resource: Buffer Persona Guide