



lost

your



voice?

a tone of voice

how your business
uses language

personal

relatable

human

emotional



does your product
or service bring
happiness?

consider humour

informal salutations
and valedictions

positive affirmations



is your product
or service a
grudge purchase?

use brevity

simplify the complex

lead with benefits



is it important
to be 'cutting edge'?

selling tech or fashion?

informal, not cliché

offering legal or financial
advice?

formal, not patronising



A Tone of Voice personifies
your business through language.

It puts your instinct into words.

Your Style Guide is language logic,
your ToV is its emotion, together
they build your business personality.

Be unique. — Be personal.

Be human.



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