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Voice & Tone

Define the voice for a person or brand and learn to adjust tone between documents

Your writing—or your brand’s—often makes the first impression on new colleagues, clients, or customers. If you haven’t defined your voice or planned your context-specific tone, you risk miscommunicating your professionalism, values, or personality. Your message won’t land, or worse, you might confuse or offend your audience.

This webinar will teach you the crucial difference between voice and tone, which are often used interchangeably but shouldn’t be. We’ll provide examples of both and offer step-by-step frameworks you’ll use to define them.

Makes a great series with *Writing & Your Personal Brand*, *Writing with Confidence & Clarity*, and *All About Your Audience*

YOU WILL LEARN

- The difference between voice and tone, and why that difference matters
- To define your voice or your brand's voice and understand its distinctive and consistent qualities
- Why it's important to adjust your tone based on the audience and intended results of each document, and how to do that



60 MINUTES

Delivered virtually
Great for large groups

"The instructor was great! I might even say one of the best online trainers we've experienced these last few years. Approachable and fun. But not corny or silly. She clearly understood how much content would be appropriate for the allotted time. It was all very practical stuff that our team can actually use – without having to even think all that hard about it."

—Marialanna Lee, SVP of Public Policy, Leukemia & Lymphoma Society