



**briar**  
copywriting

A copywriting  
guide:

Tone  
of voice

# What is tone of voice?

Tone of voice is something that's talked about a lot in marketing circles, which means it's a phrase that is meaningless to most people.

So what is it?

Have you ever read anything out loud?

Actually, you don't have to read it out loud, even when reading silently you "hear" the words. They give you an impression of the company and whether you're reading something formal, informal, technical etc.

Well, what you're "hearing" is the tone of voice.

# How do you know what your tone of voice should be?

The answer to that is another question:

*“How do you want to be perceived by your customers?”*

The way you write will have a big effect on how well your marketing is received by your audience.

You probably want to show your professionalism, after all you want your readers to have confidence in you.

The problem is that’s often taken too far. Your writing becomes too formal and as a result dry and unfriendly. It’s important to inject some personality to give your writing life.

So how can you start to find the right voice for you?

# 5 tips that will help you write with personality and an engaging tone of voice.

## 1. What do you like?

Read anything that takes your fancy, but take note of what keeps you hooked. What language is used? Why do you find it engaging? Use these techniques to improve your own writing.

## 2. Forget business

Opening a Word document and just writing gives your creativity the chance to run wild. Imagine you're speaking to a friend as you write to help you find a more conversational and engaging style.

## 3. Stay focused

Every piece of marketing should have only 1 idea. Stay focused on it as you write.

## 4. Thesaurus

Don't use your thesaurus to find complex words that you think make you sound intelligent - they won't. Choose a simple vocabulary to get your message across clearly.

## 5. Read out loud

Read everything out loud to give you a real sense of the clarity, rhythm and style of your writing.

# Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

*Sally*



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