

# The Engagement Formula

## Everyone Communicates. Few Engage.

### The Right Way to Nail Your Tone of Voice

Hitting the right tone of voice is essential to instantly building rapport and trust with your target audience.

If you've already completed the Content worksheet, which involves identifying your ideal target reader and diving deep into who they are, what they do and what their biggest challenges and issues are that you could be helping them with, getting your tone of voice right is a much easier task.

(If you've not completed the worksheet yet, I recommend doing so. You can also download this from the free resources page at [www.jodyraynsford.com/bonuses](http://www.jodyraynsford.com/bonuses))

There are two elements to developing tone of voice which need to be taken into account:

- 1) The tone of voice that appeals to and resonates with your target reader
- 2) Your most authentic tone of voice

Here's the challenge. Sometimes your authentic tone of voice - the voice you personally speak with naturally - doesn't correspond with the tone of voice you need to build trust, rapport and credibility with your audience.

It's not necessarily a problem; in fact, it makes this process even more important as you need to continue using a more appropriate tone of voice for your audience throughout your content.

First, let's look at your audience.

Go back to some of the research you did when looking at your readership, particularly the magazines, websites, newspapers and other materials you believe they like to consume on a daily basis.

Look at the tone of voice used by those publications or outlets.

Circle the qualities below or add further characteristics to the list that appear to be demonstrated in their tone:

Friendly	Warm	Cheery
Comfortable	Aloof	Firm
Happy	Serious	Authoritative
Condescending	Helpful	Combative
Sarcastic	Sincere	Playful
Courteous	Enthusiastic	Knowledgeable
Honest	Eloquent	Charming

Now, remember, these are just a few. There are hundreds of characteristics so add as many as you need to come up with a comprehensive list.

Look at the whole list and then circle the three qualities you feel are most important to your audience.

When you've done this, it's time to look at your own tone of voice.

Now the temptation may be to look at the copy and content you've already produced either on your website or in your marketing materials. I want you to put this aside and go back to your own true, authentic voice. The voice of YOU.

Now do the same exercise. What qualities do you feel represent you regardless of whether these are represented in the tone you have been using?

Use the same list and again add as many as you need.

Friendly	Warm	Cheery
Comfortable	Aloof	Firm
Happy	Serious	Authoritative
Condescending	Helpful	Combative
Sarcastic	Sincere	Playful
Courteous	Enthusiastic	Knowledgeable
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If you are struggling to do this exercise because you're not sure how you speak, there are a couple of ways of discovering your 'real' tone of voice:

- 1) Look at your personal emails and communications with people who are closest to you - the tone you use with those people are the closest to your authentic self
- 2) Try recording yourself having a conversation with friends and people you know and know you. Once you get over the initial awkwardness of being recorded you'll start to forget it's there. Then transcribe those conversations and analyse the tone you use that way.

It can be a bit of a revelation!

When you've completed this task, look at the two lists.

Is there any overlap?

Do the qualities you need to use with your target audience match many of the qualities you demonstrate?

Underline those which do overlap. (Are any of the circled qualities in there?) These are going to be the basis for your Tone of Voice going forward.

It's much easier to write when you are expressing your true voice. If there isn't any overlap, then you've a trickier task ahead.

Either way try creating a Tone of Voice document focused on the top three qualities your audience desires. Cut out sections of the kind of magazines, website copy, etc you identified to help you adhere to this more effectively. Then start using it.

For more resources on Tone of Voice and other elements of The Engagement Formula go to [www.jodyraynsford.com](http://www.jodyraynsford.com)