

DAY 3



How To Make Your Written Content Sound Like The “Real You”

Today’s mini challenge is to ask a personal friend, a professional contact, and a client to give you three words to describe you and how you come across.

Three ways to find your authentic tone of voice

- ✓ Start paying attention to the words you use when you speak to people.
- ✓ Record yourself speaking out loud and listen back for key words / phrases (for example if you’re on the phone record your side of the conversation).
- ✓ Put your audio into a transcription service (such as Otter) and look for a pattern in the words and phrases you use.

"WHEN YOUR CONTENT SOUNDS AND FEELS LIKE YOU, YOU HELP YOUR IDEAL CLIENTS GET A FLAVOUR FOR WHO YOU ARE AND WHAT IT'S LIKE TO WORK WITH YOU."

Kat Lewis

