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“This, But Not That” Voice Exercise

FRIENDLY – PROFESSIONAL – APPROACHABLE – POLISHED – ELEVATED

CASUAL – FUNNY – SAVVY – CONTROVERSIAL – DIPLOMATIC

RELATABLE – ON-TREND – RELAXED – CANDID – EXPERT

HIP – TRADITIONAL – MODERN – SERIOUS – CALM – FLASHY

ASSERTIVE – AUTHORITATIVE – CONFIDANTE – INNOVATIVE – FRESH

DIRECT – STORYTELLER – DREAMER – ACTIVE – REBEL



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“This, But Not That” Voice Worksheet

WE ARE

BUT NOT

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WE ARE

BUT NOT

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WE ARE

BUT NOT

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WE ARE

BUT NOT

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WE ARE

BUT NOT

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“Pick 5, Ditch 5” Tone Exercise

CHATTY – DESCRIPTIVE – PERSUASIVE – CRISP – TECHNICAL – CLEAR
CONCISE – SIMPLISTIC – LYRICAL – CONVERSATIONAL – FORMAL – INFORMAL
TACTFUL – DECISIVE – ENTHUSIASTIC – BALANCED – HUMBLE – WARM
THOUGHTFUL – RESPECTFUL – OPINIONATED – RATIONAL – ABSTRACT
SERIOUS – CARING – POSITIVE – CRITICAL – CONTRARY – AUTHORITATIVE
REASSURING – UNDERSTANDING – PLAIN



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“Pick 5, Ditch 5” Tone Worksheet

YES

NO