

Voice & Tone Guidelines



A foundational playbook to help you sound like you — while keeping the message clear, credible, and conversion-friendly.

Quick Start

- Write like you speak: clear, warm, human.
- Lead with the recipient: “I thought of you because...”
- Keep it specific: 1–2 pains, 1 outcome, 1 next step.
- No hype. No jargon. No hard-sell. This is a gift, not a pitch.

Core Voice Pillars

- **Strategic + practical:** You’re not cheerleading — you’re pointing to a smart, useful next move.
- **Warm + respectful:** Assume they’re busy and skeptical. Earn attention by being considerate.
- **Confident, not cocky:** State what you believe and why, without exaggerating or “guaranteeing.”
- **Value-first:** Give something genuinely helpful before asking for anything.
- **Simple language:** Short sentences. Everyday words. One idea per line.

Tone Sliders (pick your setting)

Use these “sliders” to dial your message to your personality. Stay in the middle lanes for best results:

- **Formal ↔ Conversational** — Aim: conversational-professional.
- **Direct ↔ Soft** — Aim: direct with kindness (clear ask, low pressure).
- **Expert ↔ Peer** — Aim: peer-to-peer guide (helpful, not preachy).
- **Energetic ↔ Calm** — Aim: calm confidence (no urgency gimmicks).
- **Detailed ↔ Minimal** — Aim: minimal (3–6 short lines).

Recommended Message Structure (works everywhere)

- 1) **Headline:** Short + specific. Name the gift + the reason.
- 2) **Subheadline:** One sentence: what they'll get out of it.
- 3) **Personal note:** 2–4 lines: why you're sharing + what to do next.
- 4) **Optional offer/CTA:** A single, low-pressure next step (calendar link, reply, etc.).

Phrase Bank (steal these)

Openers:

- I thought of you when I saw this — because you're in the middle of ___ and it can get noisy fast.
- You came to mind because you care about doing things the smart way, not the hard way.
- I'm sharing this with a small circle of people I respect — I think it'll be useful for you.

Low-pressure next steps:

- If you want it, grab it here — it's on me.
- No pitch attached. If it helps, awesome. If not, you've still got something useful.
- If you'd like, I can also send you a 2-minute summary of the sections most relevant to you.

Credibility without bragging:

- I've seen the same bottleneck show up across a lot of teams: ___ — this addresses it clearly.
- This is one of the most practical breakdowns I've seen of how to get measurable wins fast.
- It's written for busy operators: concrete examples, clear steps, no fluff.

Do / Don't

Do:

- Do keep sentences short (8–14 words when possible).
- Do use "you" more than "I".

- Do name one real-world pain (time, leads, follow-up, chaos, systems, handoffs).
- Do keep the gift framing front and center.
- Do use one clear CTA (claim, reply, book a quick chat).

Don't:

- Don't overpromise (avoid: "guaranteed", "instant", "life-changing").
- Don't stack buzzwords (avoid: "synergy", "disrupt", "revolutionary").
- Don't sound like a broadcast ad (avoid ALL CAPS, excessive emojis, manufactured urgency).
- Don't write paragraphs; write lines.
- Don't add multiple CTAs — it dilutes response.

Three Universal Examples (copy/paste)

Example A — Crisp + professional

Headline: A strategic gift for you

Subheadline: A practical playbook to recover selling time and create sales momentum.

Note: I'm gifting you a copy because I see how hard you're working to scale without chaos. If you'd like it, claim it here. No pitch attached — just something genuinely useful.

CTA: Claim your copy → [LINK]

Example B — Warm + personal

Headline: Thought of you — wanted you to have this

Subheadline: A fast, clear way to spot where revenue leaks are hiding.

Note: I've watched a lot of good operators get buried in busywork. This cuts through the noise with a clean framework. If it helps, great. If not, you still got something valuable in your back pocket.

CTA: Grab it here → [LINK]

Example C — Direct + outcome-focused

Headline: Want a simple way to create sales momentum?

Subheadline: This book lays out the systems that free up time and drive revenue.

Note: I'm sharing this because it's the most practical breakdown I've seen for turning "too busy" into consistent progress. If you want, claim it — and if a quick

10-minute chat would help you apply it, just reply “Yes.”
CTA: Claim → [LINK]

Optional: Signature Lines You Can Reuse

Pulled from the Partner materials — these work well as headlines or openers:

- Video Script 2: Strategic Voice & Messaging
- The Strategic Voice & Messaging Section
- Here is the opportunity to position yourself as a strategic advisor.
- The hero headline is the first thing recipients see after your name. It's your strategic statement.
- You could also use a “Gift Forward” approach. Use a headline like “John Smith selected you for this gift.”
- 'This strategic resource made possible by John Smith'

Pro tip: If it feels like “marketing copy,” simplify it. If it feels like a helpful text you’d send to a respected colleague, you’re on the right track..