

# Crafting Content With AI: A Guide to Voice & Tone

Discover how AI-powered writing tools can help you create engaging content for diverse audiences, effectively conveying the right tone and voice.

**PS** by Priti Solanki





# Warm and Approachable: The Friendly & Professional Voice

- Great for sales emails, customer service interactions, and marketing copy that aims to build trust and connection.
- **Examples:** "Hey there! Thanks for choosing us" or "Let's get started!"
- **Ideal industries:** Retail, customer support, marketing

# Confident and Knowledgeable: The Authoritative & Informative Voice

Ideal for thought leadership articles, industry reports, and content designed to establish expertise.

**Examples:** "Our latest research highlights key industry shifts" or "Expert analysis."

**Ideal industries:** Tech, healthcare, finance, legal



# Urgency and Persuasion: The Urgent & Persuasive Voice

1

Perfect for limited-time offers, promotional campaigns, and content designed to create a sense of urgency.

2

**Examples:** "Only a few spots left!" or "Don't miss out on the opportunity!"

3

**Ideal industries:** E-commerce, event management, marketing

# Relaxed and Engaging: The Casual & Conversational Voice



Ideal for social media posts, blog content, and internal communications that aim to create a friendly and informal tone.



**Examples:** "Guess what? We've been working on something amazing" or "It's going to be a game-changer!"



**Ideal industries:** Social media, blogging, internal communications







# Trustworthy and Dependable: The Professional & Trustworthy Voice

**Ideal for business** proposals, executive summaries, and investor pitches that aim to build confidence and trust.

**Examples:** "Our track record speaks for itself" or "We are your trusted partner in achieving strategic growth."

**Ideal industries:** Finance, consulting, B2B services

# Choosing the Right Voice: A Framework for Success

By carefully considering your target audience, communication goals, and industry context, you can select the optimal voice and tone for your content, ensuring maximum impact and engagement.





## Key Takeaways

AI writing tools are powerful, but choosing the right voice and tone is crucial. This guide provides a framework to help you create compelling content for your audience.