

Concerned

Make a

Comical

Friendly

Voice Choice

Conversational

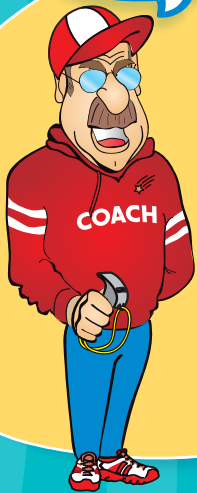
Poetic

It's the personality of your piece.

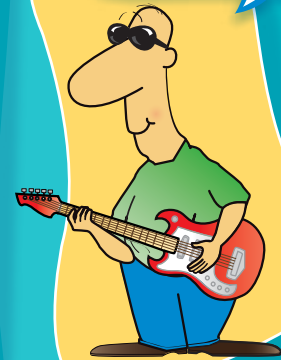
Give your writing a strong voice:

- Think about your purpose.
- Think about your audience.
- Think about how you want the reader to perceive you.

ANGRY



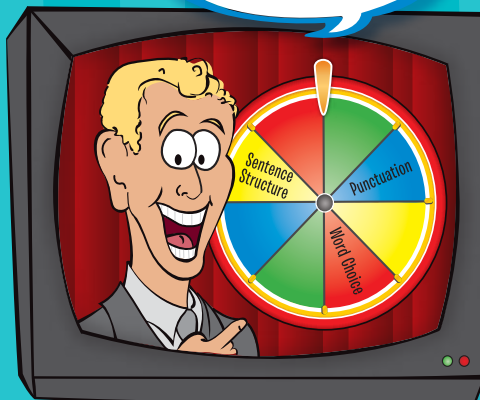
Casual



Authoritative



Excited



Hopeful



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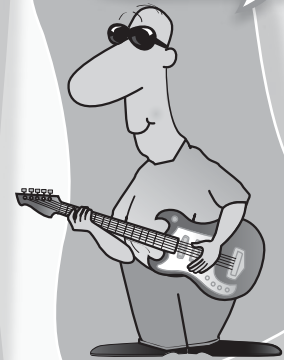
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