

Hello!





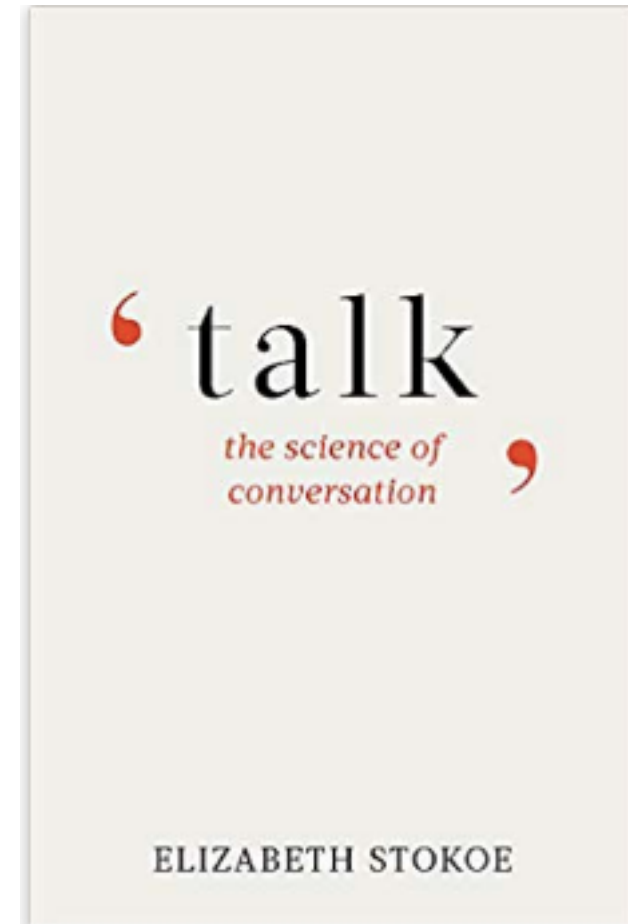
Words

The power of language

Appropriate for the moment

Any
Some

Key brand words
Your own style



Tone



Taking the right tone

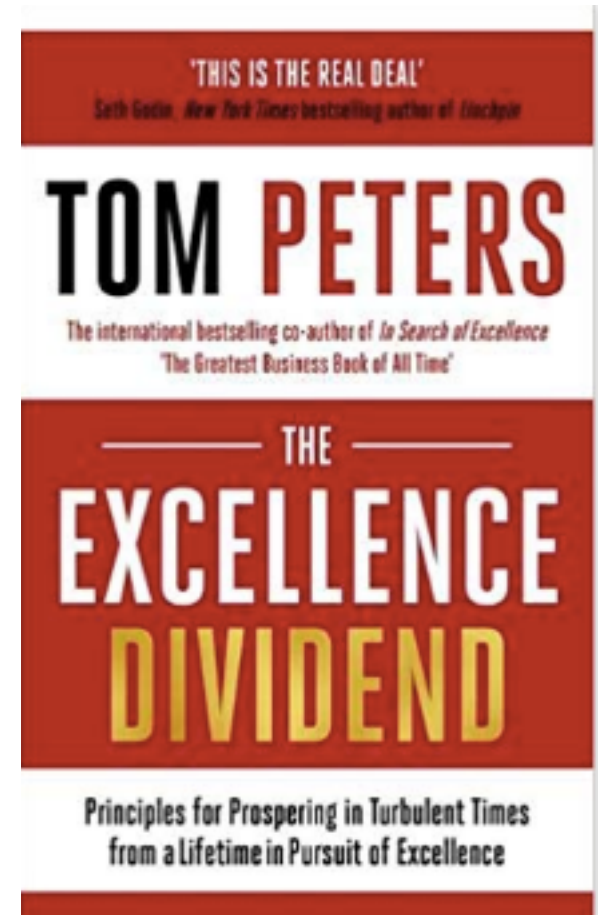
Listening FIERCELY

Matching / Mirroring

Leading with a positive tone of voice

Taking the lead

*“Just because there’s nothing you can do,
doesn’t mean there’s **nothing** you can”*





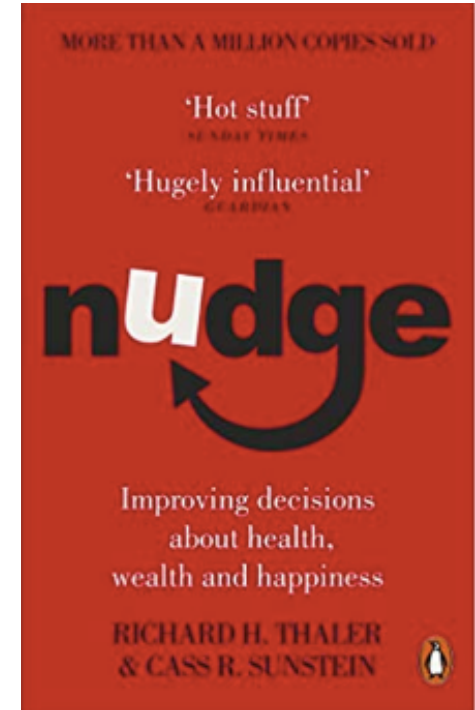
Simplicity

Clear and concise

Using bold to pick out **key words**

- And bullet points
- Using **short sentences**
- Clear, **everyday** language
- How would you explain this '**down the pub**'?
- <http://gunning-fog-index.com/>

- Social norms – to make an impact





Follow up



Adding value

Different types of customers – different expectations

Adding value

Check the links