

TONE OF VOICE CLIENT EXERCISE

Cool Extravagant Fun
Vibe Quiet
Aspirational Deep Relatable
Wholesome Luxurious
Clear Vibrant Conscientious
Compassionate Kind Relaxed
Outstanding Smart Educated
Disruptive Delicious
Educated Bold Brave
Chill Loud

TOP 3

Use this space to note your 3 favourite words from the list