

EMPLOYEE VOICE

VS

BUSINESS VOICE

(AKA SUPPLICANT VOICE VS
DECLARATIVE VOICE.)

IT BASICALLY STEMS FROM STILL
BEING IN ASK MODE BECAUSE THAT'S
ALL YOU EVER LEARNED.

AND IT'S THE DIFFERENCE BETWEEN
YOUR COPY SOUNDING LIKE YOU'RE
ASKING FOR THE JOB AND IT
SHOWING YOUR IDEAL CLIENT HOW
MUCH BETTER THEIR LIFE WILL BE
FOR ENGAGING YOU.

EMPLOYEE VOICE IS SUPPLICANT VOICE IN THAT IT EXPLAINS AND JUSTIFIES WHY IT SHOULD BE CONSIDERED.

IT SPEAKS TO THE ROOM LIKE IT IS ONE OF THOUSANDS COMPETING FOR ONE CLIENT WITH A UNCLEAR PROFILE

WHERE THE CLIENT PROFILE IS UNCLEAR THE OFFER IS VAGUE SO THE WORDS AND PHRASING DEFAULT TO NEUTRAL TO APPEAL TO EVERYONE.

IT LEANS ON 'HAS DONE' AND 'CAN DO', HARPING ON HOW IT GOES ABOUT THINGS AND HOW GOOD THE RESULT IS, LEAVING THE READER TO FIGURE OUT WHAT THAT MEANS TO THEM WHICH IS NEVER A GOOD IDEA.

BUSINESS VOICE IS DECLARATIVE VOICE. IT MAKES STATEMENTS INSTEAD OF GIVING EXPLANATIONS.

IT DOESN'T JUSTIFY ITSELF AND IT SPEAKS DIRECTLY TO THE ONE IT WANTS IN A VOICE IT KNOWS THEY'LL VIBE WITH.

IT'S PRESENT AND FUTURE FACING IN THAT IT SHOWS IT UNDERSTANDS THE CLIENTS NEEDS AND WANTS, AND LEADS WITH HOW MUCH BETTER THE CLIENT'S LIFE WILL BE AFTER THEY'VE HELPED THEM ACHIEVE THESE.

IN SHORT, BUSINESS VOICE DOESN'T POSITION ITSELF AS A CREDIT TO THE COMPANY. IT'S THE SECOND COMING OF JESUS.

IT'S EXACTLY THE SAME SERVICE AND
I SHOULD KNOW, I WROTE IT.

ONE FRAMES THE OFFER AS SELLING
YOU THE SKILL-SET AND WHAT IT
CAN DO.

(PAST AND PRESENT FACING)

THE OTHER FRAMES IT AS SELLING
YOU THE RESULTS OF THAT SKILL SET
BEING DEPLOYED. IT TOUCHES ON
PROCESS THEN LEANS INTO A
SPECIFIED OUTCOME AND THE
BENEFIT OF THAT OUTCOME. YOU'VE
PROBABLY NOTICED IT LEADS WITH
IT TOO BUT THAT'S WHAT ITS
SELLING, SO.

(FUTURE FACING)

A LOT OF THAT IS IN THE FRAMING,
BUT YOUR WORDS MATTER TOO AND
PROBABLY MORE THAN YOU THINK.

EMPLOYEE VOICE SELLS SKILLS THAT
FIT REMITS.

BUSINESS VOICE SELLS SOLUTIONS
THAT PRODUCE BENEFITS.

HERE WE HAVE A CRUDE EXAMPLE
COMPARABLE WORDS AND PHRASES
AND THEIR EFFECT ON TONE
BECAUSE THOSE TWO LISTS HAVE
VERY DIFFERENT VIBES TO THEM.

NOW, IMAGINE YOU'RE READING A
VA'S PROFILE.

WHICH COLLECTION OF WORDS
SOUNDS LIKE IT CAN JUST DEAL
WITH IT, AND WHICH ONE SOUNDS
LIKE IT'LL NEED CONSTANT
DIRECTION?

BECAUSE ONE LIST SAYS 'I CAN' THE
OTHER LIST SAYS 'I DO'.

IF YOU GET THE BALANCE WRONG,
YOUR PITCH FALLS FLAT OUT OF THE
GATE.

YOU CAN'T WRITE A COVER LETTER
IN BUSINESS VOICE BECAUSE
NOBODY IS HIRING. WHAT'S
CERTAIN IN IT'S CONTEXT READS AS
ARROGANT FOR THAT PURPOSE.

WHEN YOU'RE WRITING FOR
BUSINESS, EMPLOYEE VOICE SOUNDS
UNCERTAIN. IT READS LIKE YOU'RE
ASKING PERMISSION TO OFFER TO
HELP.

LOOK AT THIS SENTENCE HERE:

"I CAN ASSIST YOU WITH YOUR
ADMIN TASKS."

LIMP AS A WET LETTUCE.

I'LL SHOW YOU HOW TO TURN THAT
INSIDE OUT LATER.

NOW, PULL THESE THINGS TOGETHER AND AT BEST, IF YOU'RE STUCK IN EMPLOYEE VOICE YET TRYING TO SELL YOURSELF AS A BUSINESS, YOU END UP WITH UNCLEAR POSITIONING.

WHICH DOESN'T INSPIRE CONFIDENCE, AND HURTS YOUR PITCH.

WHEN IT COMES TO SKILLS-BASED BUSINESSES, THAT COULD AS EASILY BE FREELANCERS SELLING THEIR SKILLS BY THE HOUR, IT BECOMES AN IDENTITY CRISIS.

SO WHAT DO WE DO?

WE MAKE OUR VOICES DECLARATIVE.

AND THAT STARTS WITH MAKING
STATEMENTS INSTEAD OF GIVING
EXPLANATIONS.

THREE QUICK FIXES:

CAN THE WORD CAN, IT HAS AN
UNDERTONE WE DON'T WANT:

I CAN SUGGESTS POSSIBILITY NOT
CERTAINTY. A 'CAN' IS A POSSIBLE
'MIGHT NOT BE ABLE TO'. CAN ALSO
SUGGESTS YOU ARE ABLE, BUT THAT
YOU'RE NOT ALREADY GETTING ON
AND DOING IT.

THREE QUICK FIXES:

FIX 2:

SWITCH WORDS THAT IMPLY SOME FORM OF SUBORDINATE POSITIONING IN A HIERARCHY FOR THOSE THAT PUT YOU ON EQUAL FOOTING,

DOING THIS REPOSITIONS BOTH YOU AND YOUR OFFER AT THE SAME TIME.

E.G

ASSIST -> FACILITATE

THREE QUICK FIXES:

FIX 3:

LESS IS MORE. THE MORE WORDS YOU USE, THE MORE YOUR COPY READS LIKE AN EXPLANATION NOT A STATEMENT.

AND YOU UNDERMINE YOURSELF INSTEAD OF BOLSTERING YOUR AUTHORITY WHICH IS WHAT YOU'RE TRYING TO DO.

LET'S GO INTO THIS A LITTLE BIT MORE...

SHORT SENTENCES READ MORE LIKE STATEMENTS. THEY ALSO READ FASTER SO YOU GET YOUR POINT ACROSS QUICKER.

CUT THE FILLER. FILLER IS BASICALLY WORDS THAT ARE ONLY THERE TO MAKE THE SENTENCE LOOK PRETTY. LOOK TO QUALIFIER WORDS LIKE VERY AND EXTREMELY TOO, THESE ALMOST ALWAYS WEAKEN THE FOLLOWING WORD. STRANGE BUT TRUE. IF YOU HAVE TO, FIND A STRONGER WORD.

HERE'S A BRIEF EXAMPLE OF THE TYPE OF FILLER WORDS YOU CAN ALMOST ALWAYS SAFELY LOSE AND PRETTY MUCH IN ORDER.

A GOOD RULE OF THUMB IS THAT IF THE SENTENCE STILL MAKES SENSE WITHOUT IT, YOU DON'T NEED IT.

IN PRACTICE:

FIRST UP THE OFFENDING SENTENCE FROM EARLIER.

- I CUT CAN, SWITCHED ASSIST FOR CLEAR AND CUT WORDS THE FILLER
- 2 - I CUT CAN CONDENSED 'PUT TOGETHER' FOR BUILD, AND CUT FEELS AS IT'S SUBJECTIVE. IT WON'T FEEL LIKE, IT WILL BE.
- 3 - THIS WAS FILLER CENTRAL, SO I JUST CUT IT DOWN. YOU CAN FANCIFY IT FROM THERE IF YOU LIKE AND IT'LL STILL BE CLEARER.

EACH OF THESE HAS HAD A TONE SHIFT AND OFFER REPOSITION JUST BY CUTTING THE PADDING.

TO TAKE IT A BIT FURTHER... LETS
TAKE A LOOK AT THESE THREE.

THEY ALL SAY THE SAME THING.

THE FIRST? IF THAT'S STATEMENT IT'S
AN APOLOGY FOR ONE THAT'S WHAT
IT IS.

TELL ME, WHERE DID YOU TUNE OUT
AND START SKIMMING BECAUSE
THERE ARE TOO MANY WORDS IN
BETWEEN THE BITS THAT MATTER

THE SECOND TWO SAY IT IN LESS
THAN HALF THE WORDS. AND WHEN
YOU STRIP IT LIKE THAT FIRST, IT
GIVES YOU ROOM TO SOFTEN IT
WHILE KEEPING YOUR CLARITY.

EDIT A

CUT A LOT OF FILLER AND CHANGED
'WILL BE ABLE TO GO FORWARD' FOR
'HAVE' AS HAVE IS THE DEFINITIVE
ARTICLE.

IT'S A MORE DEFINITIVE STATEMENT.

EDIT B

STRONGER - IT LEADS WITH THE KEY
TAKEAWAY.

THERE'S A WORKSHOP - IT'S ABOUT
NETWORKING CONFIDENTLY.

IT MATTERS BECAUSE WE SKIM TEXT
IN AN F-SHAPED PATTERN. WE'RE
SATURATED WITH OPPORTUNITIES
TO TAKE IN INFORMATION. WE
WANT TO SEE IF IT'S WORTH OUR
ATTENTION. TO BEAT IT, LEFT LOAD.

SO WE JUST COVERED A LOT
QUICKLY. IF YOU'D LIKE TO LEARN
MORE ABOUT HOW TO APPLY THIS
TO YOUR WRITING, I HAVE A
WORK-ALONG-WORKSHOP BUILDING
ON THIS.

BRING YOUR OWN COPY TO THE
PARTY, IT'S KIND OF THE POINT.

CHECK OUT THE PAGE HERE:

BOOK A CHAT ABOUT IT HERE:

OR JUST CALL: +447939643207 NOW
IF YOU DON'T DO WAITING