

Is it simple for you and/or your staff to write a proposal, email pitch, or sales sheet for a specific prospect?

If not, why not?

Go to the home page of your company's website. Read the first full sentence of text *aloud*.

How do the words FEEL to you, as you say them?

Do you ever feel that your business has become something you don't understand?

How often do you have someone else write your blogs, company updates, emails, etc.?

When you write a blog or company update, how satisfied are you, in general, with...

How the writing sounds and feels to you?

How your audience connects with it?



Voice Alignment Worksheet

Does your business do a good job of finding, attracting, and keeping customers that are a good fit?

If not, why do you think that is?

Do you often hear your staff talk about your business in ways that you don't agree with?

If so, how is what they say incorrect?
