Writing Style Development Questions

## 1. Can you share 1–3 pieces of writing you love (yours or someone else's)?

These can be emails, blog posts, sales pages, or even social posts. Ideally, they reflect the tone and voice you want to capture.  
  
Why it works: This gives you real examples to model. Analyze sentence length, transitions, rhythm, and structure.

## 2. How do you want your audience to feel after reading your content?

Inspired? Fired up? Like they just got a tactical game plan? Like they’re hearing advice from a best friend or a coach?  
  
Why it works: Emotion is a compass for tone—this helps you calibrate for friendly vs. authoritative, hype vs. grounded.

## 3. Are there any words, phrases, or types of language you use often (or want to avoid)?

Think of catchphrases, slang, jargon, or even industry-specific terminology that shows up in your content.  
  
Why it works: This helps you lock in voice consistency and avoid cringe moments that don’t sound like you.

## 4. What’s one piece of writing advice or pet peeve you live by?

Example: ‘Don’t use fluff,’ ‘Avoid long intros,’ ‘I hate overused clichés,’ etc.  
  
Why it works: This reveals your writing values—and often, your unspoken preferences.

## 5. Who’s your target reader, and what do they need most from you?

Describe your ideal reader like a person. What do they struggle with? What do they expect from you?  
  
Why it works: Knowing the end audience helps you write in a tone that builds trust and connection.