

TONE OF VOICE

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
Welcoming	Make the new internationals feel welcomed	<ul style="list-style-type: none">• welcoming title• be positive and optimistic• short and sweet	<ul style="list-style-type: none">• be passive• be too long
Compassionate	The academy is compasionate about their students and their future success	<ul style="list-style-type: none">• understanding• optimistic• caring	<ul style="list-style-type: none">• be too sensitive• lose sight of inspiring young internationals
Confident	The user is ready to make big-life decisions and BAAA is there to help them out	<ul style="list-style-type: none">• show users that they made the right choice• be professional, realistic• keep it simple	<ul style="list-style-type: none">• be over enthusiastic• exaggerate• be full of yourself
Inspiring	BAAA wants to inspire student to pursue their goals	<ul style="list-style-type: none">• show future options• be optimistic• show that it is possible	<ul style="list-style-type: none">• be over enthusiastic• be too realistic• sugarcoat it