

Voice

Personal

When we speak in a personal voice, think of it this way:

We connect with people at one of the most exciting times in their lives. We love that we get to be a part of that. But more than anything else, we want people to feel like they’ve made the right choice in coming to us. That things will be better because they did.

When we speak in a personal voice, it sounds:

- Warm but never chummy
- Encouraging but never pushy
- Affirming but never presumptuous