

# How to harness the power of writing with personality (and why you should)

Writing with personality is a tried-and-tested way to really connect with (and make the right impression on) the people and clients who will help grow your business.



But what does 'writing with personality' mean?

## It doesn't mean:

- ✗ Having to come over 'all extrovert'
- ✗ Undermining your professional image
- ✗ Drastically changing your writing style

## Clear business benefits:

- 1 Writing becomes easier and flows better
- 2 You're building rapport with ideal clients
- 3 The sales process becomes less 'salesy'

## It does mean:

- ✓ Writing in a way that's true to you
- ✓ Enabling the 'Know, Like, Trust' journey
- ✓ Adding more of a flavour of 'you'

## How to get started:

- 💡 Consider your audience's expectations
- 💡 Explore the values you want to express
- 💡 Identify any perception gaps

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## Next steps:

If you're in doubt about how best to harness the power of writing with personality for *your* business, I'd love to help. Opt to invest in a kick-start Espresso Session or tailored support to suit your needs.

Interested in a deeper dive? I deliver an hour-long masterclass on a regular basis. Ask me about it!

> Connect and drop me a DM on [LinkedIn](#)

> Explore more via the [Copy Café website](#)

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