RPGMotor Works®

Tone and voice table

Writing style

Plain	**Technical**
Conversational	**Formal**
Descriptive	**Precise**
Light	**Serious**

Personality

Warm	**Professional**
Modest	**Confident**
Reserved	**Direct**
Calm	**Energetic**

Tone

Friendly	**Matter-of-fact**
Careful	**Decisive**
Quick	**Considered**
Neutral	**Persuasive**

Purpose

Inform	**Instruct**
Entertain	**Educate**
Engage	**Equip**
Maintain	**Grow**