

**VOICE IN DIGITAL WRITING
SOME ATTRIBUTES**

PERSONAL (friendly, genuine, engaging)	6
PERSUASIVE (compelling)	5
THOUGHTFUL (intelligent, articulate, insightful)	5
INTERESTING (thought-provoking, entertaining)	5
DIRECT (concise, to the point)	4
OPEN-MINDED (fair, unbiased, curious)	4

And also

Professional, creative, informative, organized, witty, humorous, empowering

**ONLINE READERS
SOME ATTRIBUTES (TONE)**

POSITIVE

INTERESTED (attentive, involved, engaged)	14
OPEN-MINDED (persuadable, considerant)	8
CURIOUS (intrigued, expectant)	8
COMPARATIVE (self-reflective, critical?)	6

NEGATIVE

Bored, dutiful, patient, laborious, mechanical
Judgmental, exasperated, critical(?)
Confused, inattentive, sleepy, clueless