

100 Ideas

FOR TONE OF VOICE INSTRUCTIONS

AI YOUR BUSINESS

ADMIRING
approving; think highly of; respectful;
praising

AMUSED
entertained; diverted; pleased

ANIMATED
full of life or excitement; lively; spirited;
impassioned; vibrant

APPRECIATIVE
grateful; thankful; showing pleasure;
enthusiastic

ARDENT
enthusiastic; passionate

ASSERTIVE
self-confident; strong-willed;
authoritative; insistent

AUTHORITATIVE
has the weight of authority;
substantiated

AWESTRUCK
amazed, filled with wonder/awe;
reverential

BENEVOLEN
sympathetic; tolerant; generous;
caring; well meaning

BRIGHT
quick witted, animated; lively, cheerful

CANDID
truthful, straightforward; honest;
unreserved

CAPTIVATING
attracting and holding the attention or
interest

CARING
showing care and compassion

CASUAL
relaxed; nonchalant

CAUTIONARY
gives warning; raises awareness;
reminding

CELEBRATORY
praising; pay tribute to; glorify; honour

CHATTY
informal; lively; conversational; familiar

CHEERFUL
promoting or inducing cheer; pleasant;
bright

COLLOQUIAL
familiar; everyday language; informal;
colloquial; casual

COMFORTING
providing comfort or solace

COMIC
humorous; witty; entertaining; diverting

COMICAL
producing laughter; amusing; funny

COMPASSIONATE
sympathetic; empathetic; warm-
hearted; tolerant; kind

COMPELLING
tending to compel, as to force or push
toward a course of action

COMPLIANT
agree or obey rules; acquiescent;
flexible; submissive

CONCILIATORY
intended to placate or pacify; appeasing

CONVERSATIONAL
characteristic of conversation

CONVINCING
persuading or assuring by argument or
evidence; plausible

CURIIOUS
wanting to find out more; inquisitive;
questioning

DIGNIFIED
serious; respectful; formal; proper

DIPLOMATIC
tactful; subtle; sensitive; thoughtful

DIRECT
straightforward; honest

DOCILE
compliant; submissive; deferential;
accommodating

DRY
expressed in a straight-faced, matter-
of-fact way

EARNEST
showing deep sincerity or feeling;
serious

EDGY
daringly innovative; on the cutting edge

EFFORTLESS
requiring or involving no effort;
displaying no signs of effort; easy

EGOTISTICAL
self-absorbed; selfish; conceited;
boastful

ELOQUENT
movingly expressive

EMPATHETIC
understanding; kind; sensitive

EMPOWERING
to give power or authority to; authorize

ENCOURAGING
optimistic; supportive

ENGAGING
winning; attractive; pleasing

ENLIGHTENING
providing knowledge, insight, or
understanding; shedding light on a
subject or concept

ENRICHING
enhancing the quality of an experience
or one's life; adding depth, value, or
significance

ENTHUSIASTIC
excited; energetic

EXCITED
emotionally aroused; stirred

EXPRESSIVE
demonstrating emotions, thoughts, or
ideas clearly and vividly

FIRM
unwavering resolve, determination, and
steadfastness

FORCEFUL powerful; energetic; confident; assertive	LIGHT-HEARTED carefree; relaxed; chatty; humorous	RESPECTFUL consideration, deference, and politeness
FORMAL respectful; stilted; factual; following accepted styles/rules	LIVELY energetic and full of life; characterized by high spirits and activity	REVERENT showing deep respect and esteem
FRANK honest; direct; plain; matter-of-fact	LOVING affectionate; showing intense, deep concern	SENTIMENTAL thinking about feelings, especially when remembering the past
FRIENDLY warmth, kindness; fostering a sense of camaraderie and ease	LYRICAL expressing emotions, thoughts, or ideas with poetic and melodious language	SERIOUS solemn, earnest, and focused demeanor
FUN eliciting amusement, or lighthearted pleasure; playfulness, and enjoyment	MATTER-OF-FACT straightforward, unemotional, and concise; devoid of unnecessary detail	SINCERE honest; truthful; earnest
FUNNY evoking laughter, humor, or amusement through wit, cleverness	NOSTALGIC thinking about the past; wishing for something from the past	SOOTHING providing comfort, relief, or a sense of calmness; alleviating stress
GENTLE tenderness, kindness, and a mild, considerate approach	OBJECTIVE without prejudice; without discrimination; fair; based on fact	SYMPATHETIC compassionate; understanding of how someone feels
HEARTFELT a sincere and deeply genuine manner	OPTIMISTIC hopeful; cheerful	THOUGHTFUL reflective; serious; absorbed
HUMBLE deferential; modest	PASSIONATE overflowing with intense and deep emotions, fervor, or enthusiasm	TOLERANT open-minded; charitable; patient; sympathetic; lenient
HUMOROUS amusing; entertaining; playful	PENSIVE reflective; introspective; philosophical; contemplative	TRENDY current fashion or popular style; fashionable and up-to-date
IMPARTIAL unbiased; neutral; objective	PERSUASIVE convincing; eloquent; influential; plausible	TRUSTWORTHY Reliable, dependable, and deserving of trust; consistent in actions and words
IMPASSIONED filled with emotion; ardent	PHILOSOPHICAL theoretical; analytical; rational; logical	UNASSUMING modest; self-effacing; restrained
INFORMATIVE instructive; factual; educational	PLAYFUL full of fun and good spirits; humorous; jesting	UPBEAT positive and optimistic in attitude; full of hope and enthusiasm
INSPIRATIONAL encouraging; reassuring	PRAGMATIC realistic; sensible	URGENT insistent; saying something must be done soon
INTENSE earnest; passionate; concentrated; deeply felt	PROFESSIONAL conforming to the standards of a field or occupation; competence and expertise	WHIMSICAL quaint; playful; mischievous; offbeat
INTIMATE familiar; informal; confidential; confessional	REGAL characterized by a majestic, dignified, and commanding presence	WITTY clever; quick-witted; entertaining
JOYFUL positive; optimistic; cheerful; elated		WONDER awe-struck; admiring; fascinating
LAUDATORY praising; recommending		