

Developing Content Using Your Own ‘Voice’ **By Lynn VanDyke, Internet Business Consultant**

With all of the websites that are on the Internet, it can start to feel like they’re all saying the exact same thing in the exact same, boring tone. But you want your website to be different.

However, the idea of creating a website that’s different from the rest is not necessarily something that you can just learn or that you can just ‘do.’ You need help in order to figure out what your voice is and how to develop content that celebrates it.

Your voice is not just the way that you speak out loud, but also the way that you present yourself in print. For example, some writers have a conversational tone that allows you to feel like you’re sitting and talking with them rather than reading what they have written. Others have a more aggressive tone that creates tension when you read it.

Try to determine what kind of business you want to be perceived as, and then try to come up with your ideal voice that would suit that purpose. Do you want to be seen as relaxed or informative? Do you want to have humor or create a more formal tone?

While you can also change your tone for different parts of your website, it’s good to know the overall impression that you want to leave with your customers and readers.

If you’re already developing the content for your website, you might already have found a voice that you like and are using. However, if you’re afraid that you might not be the best writer for the job, how do you have someone else write in your voice?

What you’ll want to do is look for copywriters or ghostwriters that have portfolios to share. By looking through what they’ve already written, you will be able to see if it’s something that you enjoy and could see your site using.

In talking with the writer, try to convey the kinds of things that you see for your website before you hire them to write for you so that you can see if your relationship will be a good fit. Ask for sample work!

As they are writing for your site, try to check in to see what kinds of pieces they are writing and if they're on the right track. By giving good feedback on their writing, you will start to develop content that, not only, works with their skills, but your voice – and that's exactly what you want to do.

In the end, you need to establish yourself as different from everyone else on the Internet. Finding your voice is one of the best ways to communicate in a warm, personal tone with your visitor. Developing a voice can lead to more trust, more business and ultimately more sales.

Learn more or get started at

http://www.lynnvandyke.com/Successful_Website_Services.html

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