

1. ACT LIKE YOU'RE TALKING TO A FRIEND.

Each time you post a social media update, imagine that you're speaking out loud to a friend to help you compose the most natural post possible.

Example:

You might normally post, "Wow, check out this awesome tutorial by so-and-so blogger!" but in real life, the word "Wow" has never come out of your mouth.

Say what you *really* want to say about this article out loud. Instead, it might sound more like, "Guys, I have never seen a more informative blog post in my life. You need this now."

Doesn't that sound so much better?

How would you describe your own voice? What words would you use to describe how it definitely is not? Sit down and write down a few adjectives that accurately describe how you actually speak in real life.

My Voice:

1. _____
2. _____
3. _____

NOT My Voice:

1. _____
2. _____
3. _____

2. THINK ABOUT YOUR NATURAL VOICE

3. TRY THIS

The point of this exercise is to allow you to use your own voice in action. It will help you to come up with social media posts quicker and more naturally.

1. Think fast. What do you do if a zombie breaks into the room right now?
2. Caption this image:



3. A fellow blogger/business owner has just given you the compliment of a lifetime. How do you respond?

Fill in the blank:

4. When someone lands on my blog/website, I want them to:
5. When there is no food in my refrigerator, I want to:
6. If you try to wake me up in the morning before I'm ready to be up, I will:
7. If I could only watch one video for the rest of my life, I would want it to be a video of:
8. If my workplace isn't immaculate:
9. My blog/business is important because:
10. List 5 things that your blog/business values.