

Tone

Categories	Choose one per category	Description	Think about it like this...	Some examples
Culture Distance How similar are you? Consider region, organization, and peer group.	Formal	Far or unsure culture distance. Phrases guard against impropriety.	Writing like you're wearing a full business suit to an interview.	To Whom It May Concern: I wish to inform you that... Sincerely Yours,
	Serious	Some shared culture. Neutral. No effort to use formal or casual language.	Wore a suit but took the jacket off.	Dear, Please note that... Regards,
	Casual	Close culture distance. Phrases establish lightness.	Jeans. No tie. (Unless it's one of those cool ties.)	Hey, Hi, Hello Check this out... Take care,
	Intimate	Same culture. Phrases reference shared culture.	No shoes. No shirt. No worries.	Brother, You won't believe this shit... Love,
Power Distance Who's in charge?	Submissive	Phrases show desire to follow.	Writer is an employee. Reader is the boss.	Would you mind? Sometime soon?
	Polite	Phrases show desire to collaborate.	Writer is a manager. Reader is a manager.	We were going to.... What do you think? Would Friday work?
	Direct	Phrases show desire to be in control.	Writer is an authority. Reader is an amateur.	I'd like you to... Friday would be best.
	Commanding	Phrases presume control.	Writer is the boss. Reader is an employee.	You'll need to... We'll meet on Friday.
Courtesy How nice do you want to be?	Friendly	Phrases show desire to be liked.	Like me!	Hey Sam! How have you been? ☺ Take care!
	Inoffensive	Phrases show neither desire to be liked nor desire to offend.	Don't <i>not</i> like me.	Sam, - Regards,
	Offensive	Phrases show desire to upset.	I don't like you.	You refuse to even accept basic logic. Don't contact me.

Example #1 “Formal, Submissive, Inoffensive” *To Whom It May Concern: Please find my resume attached. I would be happy to meet at your earliest convenience.*

Example #2 “Casual, Direct, Friendly” *Hey Mike, Just writing to let you know your bill is a few days past due. Did you forget? ☺ Hope all is well!*