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2.0



1) Vocabulary and word choice 💎

- a) Use a mix of simple, conversational words and more specialized business and marketing terminology. Examples of simple words: "stuff", "make", "best", "neat". Examples of specialized terms: "commoditized", "value discrepancy", "demand curve", "profit margins".
- b) Employ a relatively wide-ranging vocabulary, but repeat key words and phrases for emphasis. Repeated words/phrases include: "value", "dream outcome", "bonus", "guarantee", "scarcity", "urgency".
- c) Occasionally use colloquialisms and slang for a casual, relatable tone. Examples: "gonna", "suck at it", "no bueno", "gimme my money".
- d) Mostly prefer simple words but throw in some multi-syllable words to sound authoritative. Examples of complex words: "disproportionate", "psychological", "commoditization", "differentiated", "enumerated".
- e) Make some distinctive word choices to grab attention. Examples: "egregious amounts of money", "grate on your belief system", "niche slap".

- f) Use vocabulary suitable for an adult audience - no need to overly simplify or "dumb things down". The reading level required is about high school level and up.

- **General Approach:**

- **Simple, Direct Language:** Use clear and straightforward vocabulary that is accessible to a broad audience. Avoid overly complex words or jargon that could confuse the reader.
 - **Active Voice:** Consistently use active voice to make the content more engaging and direct. Example: "I wired it to him" instead of "It was wired by me."
 - **Conversational Tone:** Maintain a conversational and approachable tone. Use contractions like "I've," "you're," and casual phrases like "stuff" and "kinda" to create a relaxed, informal atmosphere.
- **Examples:**
 - **Good:** "I still remember my hand shaking as the advertisements went live: Off → ON."
 - **Bad:** "The initiation of the advertisement process was accompanied by involuntary muscular tremors."

Frequency and Diversity of Vocabulary

- **Limited Repetition:** Avoid unnecessary repetition of words or phrases unless they serve a rhetorical or emphatic purpose. Use synonyms or rephrase sentences to keep the text engaging.
- **Diverse Lexicon:** While the language should remain simple, incorporate a variety of words to describe similar concepts to avoid monotony.
- **Examples:**
 - **Good:** "I was seething," and later, "My aggression was quickly turning into desperation."
 - **Bad:** Repeating the phrase "I was mad" several times without variation.

Use of Jargon, Slang, and Colloquialisms

- **Jargon:** Minimize the use of industry-specific jargon. When used, ensure it is clearly explained or contextually obvious.
- **Slang and Colloquialisms:** Use informal language and slang to connect with the audience on a personal level. Phrases like "fucked up" or "shit" are used sparingly to convey strong emotions authentically.
- **Examples:**
 - **Good:** "I would sleep with you under a bridge if it came to that."
 - **Bad:** Overusing slang or colloquialisms to the point of reducing clarity, e.g., "It was a total shitshow, bro."

Preference for Simple vs. Complex Words

- **Simple Words:** Prioritize simple, everyday words to ensure clarity and ease of understanding. Even when discussing complex ideas, break them down into simpler terms.
- **Avoid Over-Complication:** Steer clear of unnecessarily complex words that might alienate or confuse readers.
- **Examples:**
 - Good: "The problem was the \$120,000 never came."
 - Bad: "The pecuniary assets amounting to \$120,000 failed to materialize."

Distinctive or Unusual Word Choices

- **Impactful Words:** Use powerful, emotion-driven words to create a strong connection with the reader. This includes phrases that evoke visual or emotional responses.
- **Original Phrasing:** Occasionally use unique or unexpected phrases to stand out and leave a lasting impression.
- **Examples:**
 - Good: "My face was pale. My cheekbones and jawline appeared gaunt."
 - Bad: Using clichés or overused phrases like "scared stiff" or "nervous as a cat."

Reading Age Level

- **Accessible Language:** The text should be easily understood by someone with a high school reading level. Avoid complex sentence structures and advanced vocabulary that might require higher education to comprehend.
- **Clarity:** Ensure that every sentence is easy to understand on the first read, supporting quick comprehension without needing to reread for meaning.
- **Examples:**
 - Good: "I went from looking up bankruptcy lawyers to figuring out what to do with \$3,000,000 in profits."
 - Bad: "Subsequent to considering legal counsel concerning insolvency, my focus shifted to the allocation of a \$3,000,000 profit."

2) Grammatical patterns

- a) Heavily favor the active voice over the passive to sound direct and engaging. Example: "Doing this will make your sales job So. Much. Easier." (active) instead of "Your sales job will be made So. Much. Easier by doing this." (passive)
- b) Mostly use the simple present and future tenses. Example: "It really doesn't matter so long as you believe it", "You'll also notice that..."
- c) Occasionally employ the present perfect and past tenses when telling stories or anecdotes. Example: "I've successfully used this guarantee loads of times", "Years of ups and downs...had F-I-N-A-L-L-Y turned into wealth."

- d) Liberally use the imperative mood (commands). Example: "Now do this for all of the perceived problems that your clients encounter..."
- e) Use the first-person singular "I" a lot to share personal experiences and build rapport. Example: "I'm gonna show you", "I hope you've enjoyed this first volume..."
- f) Also frequently address the reader as "you" to speak to them directly. Example: "If you are willing to exchange the time..."
- g) Sometimes deliberately "break the rules" of grammar for impact and a conversational feel. Example: "Deadlines. Drive. Decisions.", "Congrats! You figured out how to make..." (starting a sentence with "You")

Use of Specific Grammatical Structures

- **Active Voice:** Use active voice most of the time to create a sense of immediacy and engagement. For example, write "I wired it to him" instead of "It was wired by me."
- **Simple Sentence Structures:** Prefer simple sentence structures to enhance clarity and accessibility. Example: "The problem was the \$120,000 never came."
- **Occasional Complex Sentences:** Incorporate complex sentences sparingly to convey detailed information or connect related ideas. Example: "As for my track record, I have a 36:1 lifetime return on my advertising dollars over my business career."

Use of Verb Tenses and Consistency in Tense Usage

- **Past Tense for Storytelling:** Use the past tense consistently when recounting personal experiences or telling stories. Example: "I wired it to him."
- **Present Tense for General Statements:** Use present tense for making general statements, giving advice, or discussing ongoing truths. Example: "The pain is the pitch."
- **Maintain Tense Consistency:** Ensure that the verb tense remains consistent within each section or paragraph to maintain a clear timeline or flow of ideas.

Use of Singular and Plural Nouns, as well as Pronouns

- **Correct Singular and Plural Forms:** Use singular and plural nouns correctly, ensuring they match appropriately with verbs and adjectives. Example: "The problem was the \$120,000 never came" (singular) versus "The funds from selling them" (plural).
- **Pronoun Consistency:** Use pronouns consistently, with a preference for first-person pronouns (I, we) to create a personal connection. Example: "I went from looking up bankruptcy lawyers to figuring out what to do with \$3,000,000 in profits."
- **Inclusive Pronouns:** Frequently use inclusive pronouns like "we" or "you" to engage the reader and foster a sense of shared experience. Example: "We still act boldly, hoping for that offer we connect with so well."

Recurring Grammatical Errors or Deliberate Deviations from Standard Grammar

- **Deliberate Colloquial Grammar:** Intentionally use colloquial grammar to create a conversational tone. This can include starting sentences with conjunctions or using sentence fragments. Example: "And this was my life."
- **Use of Incomplete Sentences:** Use incomplete sentences for emphasis or dramatic effect. Example: "Fuck."
- **Avoid Grammatical Errors:** Ensure that any deviations from standard grammar are intentional and serve a specific purpose in enhancing the tone. Do not introduce unintentional grammatical errors.

3) Punctuation !?

- Use commas frequently for rhythm and to string clauses together into longer sentences. Example: "Better yet, if you are in a business that does not enforce your contracts, then you have nothing to lose by adding the guarantee."
- Employ dashes liberally - both for parenthetical statements and for emphasis. Example: "And just fyi - if given the option of getting a refund or getting the outcome..."
- Use ellipses (...) to trail off, build suspense, or indicate a pause. Example: "But let's look at how much money we made...our \$400 offer now has the possibility..."
- Capitalize words for added emphasis. Example: "It's ONE of the MOST ethical things you can do."
- Use colons to dramatically introduce listed items. Example: "Here's my list:"
- Make use of parentheses to include asides and extra information. Example: "Even cooler, they now spend less time per customer (gasp)."
- Include the occasional exclamation point for excitement and conviction! Example: "Cool right?", "These only work in situations where you have transparency...and trust!"

Use of Punctuation Marks

- **Commas:** Use commas frequently to separate ideas, clauses, or elements within a sentence. This helps to clarify meaning and ensure smooth reading. Example: "I wired it to him, hoping it would solve the problem."
- **Dashes:** Use dashes to create emphasis or to insert additional information in a sentence. They are particularly useful for adding a dramatic pause or highlighting important details. Example: "I had two things left at that point—a grand slam offer and an old business credit card."
- **Parentheses:** Use parentheses to include additional information or asides that provide context or clarification without disrupting the main flow of the sentence. Example: "I knew I would tell this story some day (and here I am)."
- **Semicolons:** Use semicolons sparingly, primarily to link closely related independent clauses or to separate items in a complex list. Example: "I went from looking up

bankruptcy lawyers to figuring out what to do with \$3,000,000 in profits; it was a dramatic turnaround.”

Preference for Certain Punctuation Marks

- **Favor Dashes:** Use dashes more frequently than semicolons or colons, especially when you want to add emphasis or create a pause that draws attention to the information that follows. Example: “This was my life—uncertain and full of risks.”
- **Avoid Overuse of Parentheses:** While parentheses are used for asides, avoid overusing them to maintain the flow of the text. Only use them when necessary to include non-essential but relevant information.

Punctuation for Rhythm, Emphasis, or Clarity

- **Rhythm:** Use punctuation, particularly commas and dashes, to control the rhythm of the writing. Commas should be used to create natural pauses, while dashes can be used to introduce a pause that heightens anticipation or emphasis. Example: “I had one shot left—just one.”
- **Emphasis:** Use dashes and short, sharp punctuation (e.g., periods) to create emphasis on key points or dramatic moments. Example: “The money isn’t coming. Not now. Not ever.”
- **Clarity:** Ensure that punctuation is used to enhance the clarity of your sentences, especially when dealing with complex ideas or multiple clauses. Commas are essential in preventing misreading. Example: “Without asking, she took my pulse.”

Unusual or Idiosyncratic Punctuation Patterns

- **Ellipses for Thought Process:** Use ellipses sparingly to indicate a trailing off of thought or an incomplete idea, often to reflect the writer’s internal monologue or uncertainty. Example: “I wired it to him...hoping for the best.”
- **Quotation Marks for Emphasis:** Occasionally use quotation marks around specific words or phrases to indicate irony, sarcasm, or to draw attention to a specific term. Example: “It was my ‘big break’—but it didn’t feel like it.”

4) Sentence structure and length

- a) Vary your sentence structures to maintain reader engagement. Use a mix of simple sentences (one independent clause), compound sentences (two or more independent clauses joined by a coordinating conjunction), complex sentences (an independent clause and one or more dependent clauses), and compound-complex sentences (two or more independent clauses and at least one dependent clause). Example of varied structures:
"Reversing risk is the number one way to increase the conversion of an offer. Experienced

marketers spend as much time crafting their guarantees as the deliverables themselves. It's that important."

- b) Occasionally use sentence fragments for emphasis or a conversational tone. Example: "And I was selling this to grown men as a kid in his twenties, telling them I was going to help them make more money. This was possible because my conviction was stronger than their skepticism. How?"
- c) Avoid run-on sentences. If a sentence contains multiple independent clauses, separate them with a period or appropriate conjunction and punctuation.
- d) Vary your sentence beginnings to avoid monotony. Start sentences with different parts of speech, phrases, or dependent clauses. Example: "Based a voluntary survey taken at our last full company event...", "To recap quickly, remember that we covered...", "Rarely should you change it."
- e) Aim for an average sentence length of around 15-20 words. This keeps your writing punchy and easy to follow.
- f) Use a mixture of short sentences (less than 10 words) for impact and longer sentences (more than 30 words) to convey more complex ideas. Approximately 20-30% short sentences and 10-15% long sentences is a good balance. Example of a punchy short sentence: "You got this." Example of an effectively long sentence: "I could barely get the words out because I didn't want the tears to break through the tremble in my voice."

1. Complexity, Variety, and Average Length of Sentences

- Vary Sentence Length: Use a mix of short, punchy sentences and longer, more elaborate ones. This creates a dynamic flow and keeps the reader engaged. Balance simple, compound, complex, and compound-complex sentences throughout the text.
- Average Sentence Length: Aim for an average sentence length of around 15-20 words. This allows for clarity while still providing enough detail and complexity to convey nuanced ideas.

2. Use of Simple, Compound, Complex, and Compound-Complex Sentences

- Simple Sentences: Frequently use simple sentences to make direct statements or emphasize key points. Example: "I wired it to him."
- Compound Sentences: Use compound sentences to link related ideas, often with coordinating conjunctions like "and," "but," or "or." Example: "I wired it to him, and then I waited."
- Complex Sentences: Incorporate complex sentences to convey more detailed information, using subordinate clauses. Example: "Although I was nervous, I wired it to him, hoping for the best."
- Compound-Complex Sentences: Occasionally use compound-complex sentences to explore multiple related ideas in a single sentence. Example: "I wired it to him, and although I was nervous, I hoped it would solve the problem."

3. Use of Sentence Fragments, Run-On Sentences, and Varied Sentence Beginnings

- Sentence Fragments: Use sentence fragments deliberately for emphasis or to convey a dramatic point. Example: "Just one shot left."

- **Avoid Run-On Sentences:** Do not use run-on sentences. Keep sentences clear and concise, using appropriate punctuation to separate ideas.
- **Varied Sentence Beginnings:** Vary the way sentences begin to maintain the reader's interest. Start sentences with different parts of speech, such as nouns, verbs, conjunctions, or prepositional phrases. Example: "Suddenly, the idea made sense. But it was too late."

4. Preference for Short, Punchy Sentences vs. Longer, More Elaborate Ones

- **Short, Punchy Sentences:** Frequently use short sentences for emphasis, especially to drive home critical points or to create a sense of urgency. Example: "I was done."
- **Longer, Elaborate Sentences:** Use longer sentences when explaining complex ideas or providing detailed descriptions. These sentences should still be clear and not overly convoluted. Example: "Although the risks were high, and the stakes even higher, I knew I had to make the decision quickly to avoid losing everything."

5. Average Words Per Sentence

- **Calculate and Target Average:** The average sentence length should be approximately 15-20 words. This allows for a balance between brevity and detail, keeping the reader engaged without overwhelming them with information.

6. Percentage of Short Sentences (Less than 10 Words) and Long Sentences (More than 30 Words)

- **Short Sentences:** Aim for approximately 20-30% of sentences to be short (less than 10 words). These sentences should be used to create impact and emphasize key ideas.
- **Long Sentences:** Approximately 10-20% of sentences should be long (more than 30 words). Use these sentences to explore complex ideas, provide detailed descriptions, or link multiple related thoughts.

5) Rhetorical devices 🎁

- Employ metaphors and similes to paint vivid pictures and make abstract concepts more relatable. Example of a metaphor: "Finding a mentor is like finding a map to buried treasure." Example of a simile: "Changing the wrapper simply means changing the exterior perception of what your Grand Slam Offer is."
- Use alliteration (repeating initial consonant sounds) to create catchy, memorable phrases. Example: "It pulls on our psychological fear of loss to get us to take action."
- Repeat key words, phrases, and structures for emphasis and rhythm. Example of repetition: "Change the creative (the images and pictures in your ads) / Change the body copy in your ads / Change the headline - the 'wrapper' of your offer"

- d) Ask rhetorical questions to engage the reader and encourage them to ponder your points. Example: "Can you imagine one of my sales people saying, Jack will personally work with you until your offer converts'? Right. It would work. It would also be a nightmare."
- e) Occasionally use hyperbole (exaggeration) for impact. Example: "I'm talking heinous amounts of money."
- f) Include relatable anecdotes and examples to illustrate your arguments and make your writing more personal. Example anecdote: "There are many people who can solve the problem: how do I make \$10,000 per month? But far fewer who can solve: How can I add \$5M in profit without adding any extra product lines to my business?"

Use of Literary Techniques

- **Metaphors and Similes:** Incorporate metaphors and similes to create vivid imagery and make abstract concepts more relatable. Example: "It was like connecting with the ball so well during one single at bat that you automatically win every World Series for the next hundred years."
- **Alliteration:** Use alliteration sparingly to add a rhythmic quality to the writing or to emphasize a point. Example: "Boldly betting on big breakthroughs."
- **Repetition:** Employ repetition to reinforce key ideas or themes. This can be effective for driving home important points. Example: "No offer? No business. No life."

Use of Rhetorical Questions, Irony, or Hyperbole

- **Rhetorical Questions:** Use rhetorical questions to engage the reader and provoke thought without expecting an answer. Example: "What are you going to do about the commissions?"
- **Irony:** Use irony to convey a deeper meaning or to highlight contradictions. This can be subtle but impactful. Example: "I would have cried tears of joy, but I was so emotionally exhausted my response appeared apathetic."
- **Hyperbole:** Use hyperbole to emphasize a point dramatically, often to convey the magnitude or significance of a situation. Example: "I threw the hail mary, and the universe caught it."

Use of Analogies, Anecdotes, or Examples to Illustrate Points

- **Analogies:** Use analogies to compare complex or unfamiliar ideas with something more familiar to the reader, making the concept easier to understand. Example: "Business is like baseball, where you can score 1,000 runs with the right hit."
- **Anecdotes:** Include personal anecdotes to make the content more relatable and to illustrate points with real-life examples. Example: "I was in Leila's parents' house, using the children's playroom as my office."
- **Examples:** Provide specific examples to clarify abstract ideas or to support arguments. Example: "I wired it to him, hoping it would solve the problem."

Distinctive or Recurring Rhetorical Devices

- **Extended Metaphors:** Use extended metaphors that run through a section or chapter to reinforce a theme or concept. Example: The use of baseball metaphors to explain business strategies.
- **Catchphrases or Mottos:** Develop and repeat catchphrases or mottos to create memorable takeaways for the reader. Example: "The pain is the pitch."
- **Contrast and Juxtaposition:** Frequently use contrast or juxtaposition to highlight differences between ideas or to emphasize a shift in tone. Example: "From rags to riches, the natural question is how?"

6) Paragraph structure

- a) Start each paragraph with a clear topic sentence that introduces the main idea. Example: "Reversing risk is the number one way to increase the conversion of an offer."
- b) Develop your paragraphs using a logical order, such as deductive reasoning (stating the main point first, then supporting it with examples or arguments) or inductive reasoning (providing examples or evidence that lead to the main point). Example of deductive reasoning: "Adding a deadline and incorporating one or multiple forms of urgency will get more people to take action than would otherwise. I have employed all four of these methods with great effectiveness. I suggest you do the same."
- c) Use chronological order for narratives, spatial order for descriptions, and emphatic order (building to the most important point) for persuasive passages.
- d) Keep most of your paragraphs relatively short (3-5 sentences) to maintain reader attention and momentum. Occasionally include a longer paragraph (6+ sentences) to dive deeper into a particular topic or example.
- e) Use transitional words and phrases to link your paragraphs and create a smooth reading experience. Examples: "Beyond that", "Next up", "Now that we've established", "That being said".

Paragraph Organization

- **Length:** Vary paragraph length depending on the content. Use shorter paragraphs (1-3 sentences) for emphasis or to isolate a key point, and longer paragraphs (4-7 sentences) for more detailed explanations or narratives. Example: Use a short paragraph to introduce a powerful statement or question, followed by a longer paragraph that elaborates on the idea.
- **Topic Sentences:** Begin most paragraphs with a clear topic sentence that introduces the main idea. This sentence should guide the reader through the rest of the paragraph. Example: "Business is like baseball, where you can score 1,000 runs with the right hit."
- **Transitions:** Use smooth transitions between paragraphs to maintain the flow of ideas. Connect paragraphs with transitional phrases or sentences that link the main

ideas together. Example: "But before we delve into that, let's consider another aspect..."

Use of Deductive or Inductive Reasoning in Paragraph Development

- **Deductive Reasoning:** Frequently use deductive reasoning, starting with a general statement or principle followed by specific examples or explanations. Example: Start with a principle like "Success in business requires bold action," followed by examples that illustrate this point.
- **Inductive Reasoning:** Occasionally use inductive reasoning by presenting specific examples or anecdotes first and then drawing a general conclusion. Example: Tell a story of a business success, then conclude with the principle that bold risks lead to big rewards.

Paragraph Arrangement: Chronological, Spatial, or Emphatic Order

- **Chronological Order:** Use chronological order when recounting events or explaining processes, presenting information in the sequence it occurred. Example: When telling a story from your life, follow the order of events as they happened.
- **Emphatic Order:** Arrange paragraphs to build up to the most important or impactful point, especially when making an argument or emphasizing a critical idea. Example: Start with less important points and gradually lead up to the main argument or takeaway.
- **Spatial Order:** Rarely use spatial order, but when describing a scene or setting, organize details based on their physical location or relationship. Example: Describe a room starting from one corner and moving across the space.

Unique or Recurring Patterns in Paragraph Structure

- **Pattern of Problem and Solution:** Frequently use a problem-solution pattern in paragraph structure. Introduce a problem or challenge in the first part of the paragraph, then present a solution or insight. Example: "The business was failing, but by changing the offer, we turned everything around."
- **Use of Anecdotes:** Regularly begin paragraphs with an anecdote or story that leads into the main point, using personal experiences to illustrate broader concepts. Example: Start with a story about a tough business decision, then explain the lesson learned.
- **Contrast and Comparison:** Use contrast within paragraphs to highlight differences between ideas, often juxtaposing a negative situation with a positive outcome. Example: "At first, the business was struggling, but after implementing the new strategy, profits soared."

7) Tone and mood 🤔

- a) Maintain a predominantly casual, conversational, and motivational tone. Use contractions, simple language, and personal anecdotes to create a sense of familiarity and relatability. Example: "I'm sure right now, you probably couldn't handle 1,000 clients tomorrow right? But how many could you handle? 5? 10? 25? Well, you might as well define a number that you are willing to take on in a given time period, then advertise that."
- b) Adopt a serious, authoritative tone when discussing business strategies and principles. Use specialized terminology and confident assertions to establish credibility. Example: "Fundamentally, all marketing exists to influence the supply and demand curve. We artificially increase the demand for our products and services through some sort of persuasive communication."
- c) Occasionally employ a humorous or sarcastic tone to entertain and engage the reader. Example: "The only way for us at acquisition.com to accomplish our mission of helping entrepreneurs is, first, by reaching them. And most people do, in fact, judge a book by its cover (and it's reviews)."
- d) Create an overall mood of enthusiasm, optimism, and empowerment. Use inspiring stories, positive language, and calls to action to motivate the reader. Example: "Some people get there fast. Some people get there slowly. But everyone gets there eventually, as long as you don't give up. Keep moving forward. Keep getting up. Keep believing it can happen. And, it will."

- Overall Emotional Tone

- Casual and Conversational: Maintain a casual, conversational tone throughout the writing. Use informal language, contractions, and a straightforward, friendly style to make the reader feel engaged and at ease. Example: "I'm here to tell you, this can work for anyone."
- Humorous and Relatable: Infuse the writing with a light, humorous tone where appropriate, using wit and relatable anecdotes to connect with the reader. Example: "I would sleep with you under a bridge if it came to that."
- Serious When Necessary: Shift to a more serious tone when discussing critical issues or conveying important lessons, ensuring the gravity of the situation is clear. Example: "The money isn't coming. Not now. Not ever."

- Shifts in Tone

- Smooth Transitions: Achieve tone shifts smoothly by using transitional phrases or sentences that prepare the reader for a change in mood. Example: Start with a humorous anecdote, then shift with, "But all jokes aside, here's the reality."
- Contrast in Content: Use contrasting content to facilitate tone shifts. For instance, after a light-hearted section, introduce a more serious topic to change the tone. Example: "We had a good laugh about it, but underneath, I was worried."

- **Varying Sentence Structure:** Adjust sentence structure to reflect tone shifts. Short, punchy sentences can add intensity, while longer, more descriptive sentences can calm the tone. Example: "It was all going well—until it wasn't."

- Use of Diction, Syntax, and Imagery to Create Mood

- **Diction:** Choose words that match the desired mood. Use playful, informal words for a light mood and more precise, impactful language for a serious mood. Example: "I was floored by the news" (casual) vs. "The realization hit me hard" (serious).
- **Syntax:** Use syntax to control the mood. Short, choppy sentences can create tension or urgency, while longer, flowing sentences can create a more relaxed or contemplative mood. Example: "We were running out of time. No more delays."
- **Imagery:** Incorporate vivid imagery to evoke specific emotions and set the atmosphere. Use descriptive language that appeals to the senses to draw the reader into the scene. Example: "The room was dark, the air thick with uncertainty."

- Inconsistencies or Contradictions in Tone

- **Maintain Consistency:** Ensure that the tone remains consistent throughout sections or chapters unless a deliberate shift is intended. Avoid sudden or jarring changes in tone that could confuse the reader. Example: Do not switch from light-hearted to overly formal without a clear reason.
- **Intentional Contrasts:** If using contrasting tones, make sure they serve a purpose in the narrative, such as highlighting a change in circumstances or emphasizing a key point. Example: "We laughed about it then, but now I see how serious it was."

8) Overall coherence and cohesion 100

- Ensure that your ideas flow logically and smoothly from one to the next. Use clear topic sentences and transitions to guide the reader through your argument. Example of effective flow: "Reversing risk is the number one way to increase the conversion of an offer. Experienced marketers spend as much time crafting their guarantees as the deliverables themselves. It's that important."
- Employ transitional words and phrases to link ideas both within and between paragraphs. Examples: "Beyond that", "On top of that", "Next up", "Now that we've established", "That being said".
- Use repetition and parallel structure to create a sense of coherence and emphasize key points. Example of repetition: "You just need to learn how. And I'm gonna show you."
- Maintain focus and unity by ensuring that all your ideas relate to and support your central thesis or purpose. If a section seems tangential or irrelevant, either remove it or clarify its connection to the main point.

Flow and Connection of Ideas

- **Logical Progression:** Ensure that ideas flow logically from one to the next. Each paragraph should build on the previous one, creating a seamless progression of thought. Example: Begin with a general concept, then narrow down to specific examples or applications.
- **Maintain Unity:** Keep the focus on a central theme or argument throughout the piece. Avoid introducing unrelated ideas that could disrupt the flow. Example: If discussing business strategies, stay within that context rather than diverging into unrelated personal anecdotes.

Use of Transitional Words, Phrases, or Sentences

- **Transitional Words and Phrases:** Use transitional words and phrases like "however," "therefore," "in addition," and "on the other hand" to link ideas and paragraphs smoothly. Example: "However, this strategy alone isn't enough; you also need to consider..."
- **Transitional Sentences:** Employ full transitional sentences to connect larger sections or shift between topics. Example: "With the basics covered, let's move on to more advanced strategies."
- **Consistent Transitions:** Use transitions consistently to guide the reader through the text, ensuring that no idea feels abrupt or out of place.

Use of Repetition, Parallel Structure, or Other Cohesive Devices

- **Repetition:** Use repetition of key phrases or concepts to reinforce important ideas and help the reader remember them. Example: Repeating the phrase "Grand Slam Offer" throughout the text to emphasize its importance.
- **Parallel Structure:** Use parallel structure in sentences or lists to create a rhythm and make the text easier to follow. Example: "We need more customers, higher sales, and better retention."
- **Referencing Earlier Ideas:** Regularly refer back to earlier points or concepts to remind the reader of the connections between ideas. Example: "As mentioned earlier, the key to success lies in..."

Focus and Unity

- **Maintain Focus:** Stay focused on the main topic or argument throughout the piece. Ensure that every paragraph contributes directly to the development of the central idea. Example: If the central theme is about making effective offers, avoid unnecessary digressions.
- **Unity of Purpose:** Make sure that all sections of the piece work together to achieve a unified purpose or message. The introduction, body, and conclusion should all align and reinforce the main point. Example: Start with a thesis, expand on it with supporting arguments, and conclude by tying everything back to the original point.

9) Idiosyncrasies and quirks

- a) Develop a distinctive voice and style that sets you apart from other writers. This could include unique catchphrases, unconventional formatting, or a signature blend of humor and sincerity.
- b) One of the text's quirks is the use of all-caps for emphasis. Example: "This is the SINGLE BIGGEST reason most businesses can't sell higher ticket services - they don't actually do anything different or better." Use this sparingly for maximum impact.
- c) Another idiosyncrasy is the occasional use of one-word paragraphs for dramatic effect. Example: "Perception. Perception. Perception." Employ this technique selectively to avoid overpowering your message.
- d) The text also features some unique turns of phrase, such as "niche slap" and "brain boner". Consider coining your own memorable terms that encapsulate your key ideas.

Unique or Unusual Aspects of Style

- **Distinctive Phrasing:** Use distinctive and memorable phrases that capture the essence of the message. These phrases often blend informality with impactful language. Example: "Grand Slam Offer" or "f*ck you money."
- **Informal Contractions:** Frequently use informal contractions and colloquial spellings to create a conversational tone. Example: "kinda" instead of "kind of" or "gonna" instead of "going to."
- **Made-Up Words or Phrases:** Occasionally create new words or phrases that encapsulate complex ideas in a simple, relatable way. Example: "niche slap" to describe the need to commit to a specific market.

Recurring Stylistic Quirks or Mannerisms

- **Casual Swearing:** Use casual swearing or strong language in specific contexts to emphasize points or express strong emotions. Example: "Shit, just send me half so I can pay my employees."
- **Blunt and Direct Statements:** Make blunt, direct statements that cut through to the core of the issue without excessive explanation. Example: "No offer? No business. No life."
- **Self-Deprecating Humor:** Employ self-deprecating humor to build rapport with the reader and humanize the author. Example: "I was in way over my head... but I had no idea."

Contribution to or Detriment from Overall Effectiveness

- **Enhancing Engagement:** These idiosyncrasies generally contribute positively to the writing by making it more engaging, relatable, and memorable. They help to establish a strong voice and a personal connection with the reader.

- **Potential Distraction:** Be cautious not to overuse these quirks, as they can become distracting or undermine the professionalism of the message if not balanced properly. Ensure that the tone remains appropriate for the audience and context.

10) Figurative language

- Employ figurative language to make your writing more vivid, engaging, and persuasive. The text uses several metaphors, such as "This is the delicate dance of desire" and "The marketplace grates against your belief system".
- Personification can also be an effective tool. Example: "But, despite my many shortcomings, I've still managed to get really good at this one thing . . . and I'd like to share it with you. I can teach you how to build great offers."
- Use figurative language judiciously - too much can be overwhelming or confusing. Aim for one or two striking images per paragraph or section.

Use of Figurative Language

- **Personification:** Occasionally use personification to give human qualities to abstract concepts or inanimate objects, making them more relatable and vivid. Example: "The universe caught it" when referring to a successful business risk.
- **Metaphors and Similes:** Employ metaphors and similes frequently to draw comparisons that clarify complex ideas or create strong imagery. These comparisons often help the reader understand unfamiliar concepts through familiar terms. Example: "Business is like baseball, where you can score 1,000 runs with the right hit."
- **Metonymy and Synecdoche:** Use metonymy (substituting a word with a related concept) and synecdoche (using a part to represent the whole) sparingly but effectively to convey meaning in a concise way. Example: "The boardroom made the decision" (metonymy) or "The suits on Wall Street" (synecdoche) to represent business executives.

Employing Figurative Language to Convey Meaning

- **Clarification of Abstract Ideas:** Use figurative language to make abstract or complex ideas more tangible and understandable for the reader. By likening a business strategy to something familiar, you simplify the concept and make it easier to grasp. Example: "Hitting a Grand Slam Offer is like hitting a home run that wins you the World Series."
- **Evoking Emotions:** Leverage figurative language to evoke specific emotions in the reader, whether it be excitement, tension, or relief. The choice of metaphor

or simile should align with the emotional response you want to elicit. Example: "I was drowning in a sea of debt" evokes a feeling of overwhelming despair.

- **Creating Vivid Imagery:** Use figurative language to create vivid mental images that engage the reader's imagination. This is particularly effective in storytelling or when illustrating a dramatic point. Example: "The idea was like a spark in a dry forest—it ignited everything."

Frequency and Effectiveness of Figurative Language

- **Strategic Use:** Employ figurative language strategically rather than excessively. Each metaphor, simile, or personification should serve a clear purpose—whether to enhance understanding, evoke emotion, or add a layer of meaning. Avoid overloading the text with figurative expressions that could confuse or overwhelm the reader.
- **Balancing Literal and Figurative Language:** Maintain a balance between literal explanations and figurative language. While figurative language can add color and depth to your writing, it should not obscure the main message. Ensure that the primary ideas are communicated clearly, with figurative language serving as an enhancement rather than a distraction.
- **Repetition for Emphasis:** Reuse certain metaphors or similes to reinforce key concepts or themes throughout the piece. This repetition can help embed the central ideas in the reader's mind. Example: Continuously referring to business success as "hitting a home run" reinforces the idea of making a winning offer.

Effectiveness and Consistency

- **Consistency with Tone and Style:** Ensure that the figurative language used is consistent with the overall tone and style of the writing. A casual, conversational tone pairs well with vivid, relatable metaphors, while a more serious tone might call for restrained and precise figurative language.
- **Avoiding Clichés:** Steer clear of overused or clichéd figurative expressions that might detract from the originality and impact of your writing. Instead, aim for fresh and unique comparisons that stand out and resonate with the reader.

11) Dialogue

- a) When including dialogue, use a mix of direct and indirect quotations. Direct quotations should be enclosed in double quotation marks and accompanied by a dialogue tag. Example: "Are we still gonna do these launches starting tomorrow?" She asked. / "All my friends quit their jobs to do this." She was being matter of fact..."

- b) Ensure that each character's voice and speech patterns are consistent and authentic. Use contractions, slang, and other markers of informal speech to create a realistic conversational tone.