



Latest Episode



Insight of The Week

Becoming a more compelling writer - Find your voice.

This is much easier said than done. What it necessitates is you defining your brand character and TOV as it relates to the style of your writing. Your writing character is how your writing shows up and is perceived by your reader. Your TOV then becomes more specific choices around the way you want to sound in order to deliver on the character. Your writing character and TOV reflects and is connected to your Personal Brand. If you are struggling with how you want to sound, start there and think about the reputation you want to have. Consistency is key for verbal resonance. Don't try and be someone you are not.

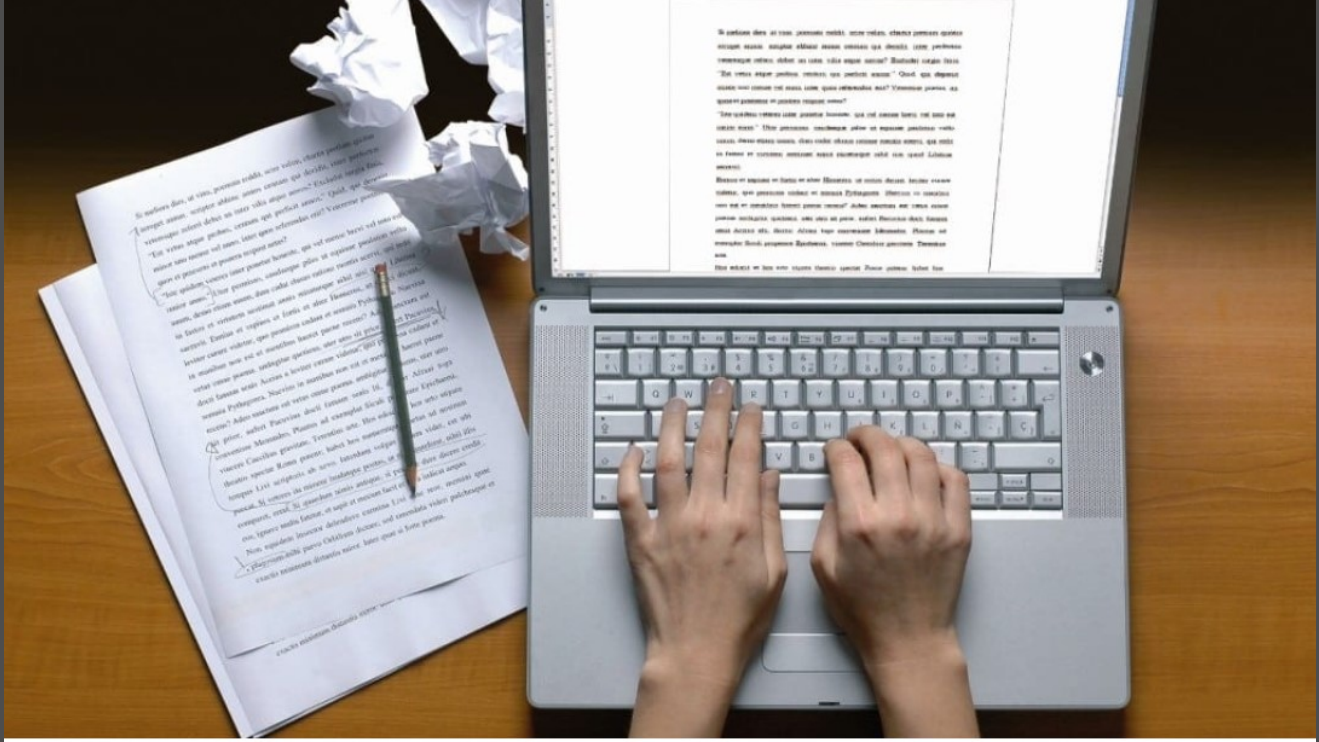


Photo credit: PRNewsonline

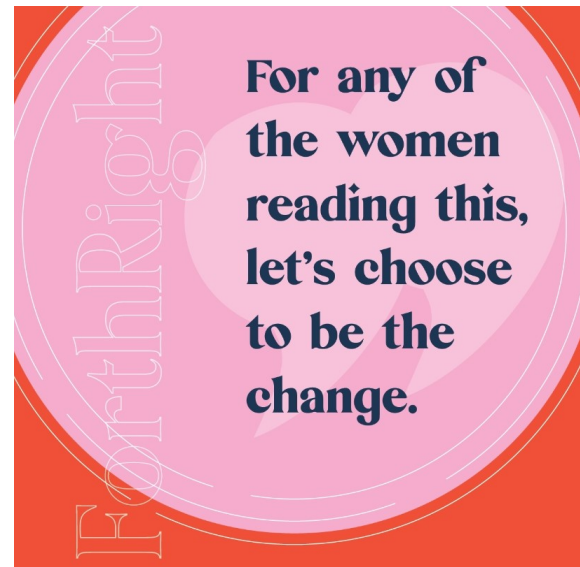


FRp Guest Spotlight

Scott Keyser, The Writing Guy

“Make the emotional shift from being writer-centric - where we’re talking about ourselves - to being reader-centric.”

Check out his podcast "The Writing Guy" [here](#).



Not to Miss

ForthRight People Founders Anne Candido and April Martini have been coaching female business leaders for over 15 years and realized there is a real need to connect and support women in leadership, especially women who happen to also be mothers. **ForthRight Women** is launching with a bi-monthly podcast, live in-person events, and an 8-week program developed to create a platform for meaningful, impactful

conversations that help women thrive
in all areas of their lives.



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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