

## Personal vs work



## **PERSONAL**

Tone - Informal and casual
Purpose - Focussed on personal connections
Audience - Friends, family
Style - Free flowing
Methods - Texts, social media, calls



## **WORK**

Tone - Formal and professional
Purpose - Focussed on business
Audience - Colleagues, boss, clients
Style - Structured
Methods - Texts, calls, emails, social media