

# Download Writers Guide Powerful Paragraphs

Tone refers to an author's use of words and writing style to convey his or her attitude towards a topic. Tone is often defined as what the author feels about the subject. Good morning, you epic article writer, you. That's right, I'm talking to you. You wield your WordPress editor as a valuable tool. You use it to attract new prospects, to build trust with them — word-by-word — so you can get down to business.