

Name _____

Date _____

Connect with your Readers

Using your voice to **connect with readers** is especially important in online writing, where there are countless other pieces competing for attention. To stand out, your voice needs to be strong, honest, and engaging. Readers are drawn to authenticity—if they sense dishonesty or distance, they will lose interest or distrust you as a writer.

Your voice can influence your readers' emotions. Whether you want to make them laugh, feel inspired, or understand a serious issue, your unique voice is the key to keeping them engaged. When you use your own voice, you build trust and maintain your readers' attention.

Read the two short blog posts below about tutoring. Decide which one best holds your attention and explain why.

Blog A:

Are you like me and have that one subject that, no matter how much you study, you just can't seem to do well or catch up in? For me, that subject is math—specifically fractions. So after a few weeks of struggling, my dad brought up the idea of a tutor. Like you, my first thought was, "I don't need another adult telling me what to do." But my dad explained that we could find a high school student strong in math to help me out—someone who is still a student and knows what I'm going through.

Name _____

Date _____

Connect with your Readers

Blog B:

I am an individual who needs a bit of extra attention in math instruction. I succeed in every other subject, especially history, but my math scores do not meet my expectations. Therefore, I sought out a new method of study. A gifted tutor who holds advanced mathematical knowledge would be an ideal asset to my education. Upon reflection, I concluded that I should begin my search with senior students in the pre-college program.

Which blog post best holds your attention? Why?

Name _____

Date _____

Connect with your Readers – Answer Key

Blog B:

I am an individual who needs a bit of extra attention in math instruction. I succeed in every other subject, especially history, but my math scores do not meet my expectations. Therefore, I sought out a new method of study. A gifted tutor who holds advanced mathematical knowledge would be an ideal asset to my education. Upon reflection, I concluded that I should begin my search with senior students in the pre-college program.

Which blog post best holds your attention? Why?

Blog A holds my attention better because the voice feels more personal and relatable. The writer uses conversational language, such as “Are you like me?” and “my first thought was,” which makes it easy to connect with their experience. The tone is friendly and honest, and the use of direct questions engages the reader. In contrast, Blog B feels formal and distant. The vocabulary and sentence structure are too academic, which makes it harder to relate to the writer’s story. Blog A’s authentic and approachable voice keeps me interested and makes me want to keep reading.