



Rask AI **Tone of Voice** Copywriters Guide

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Rask AI / Rask AI Platform
is a right name

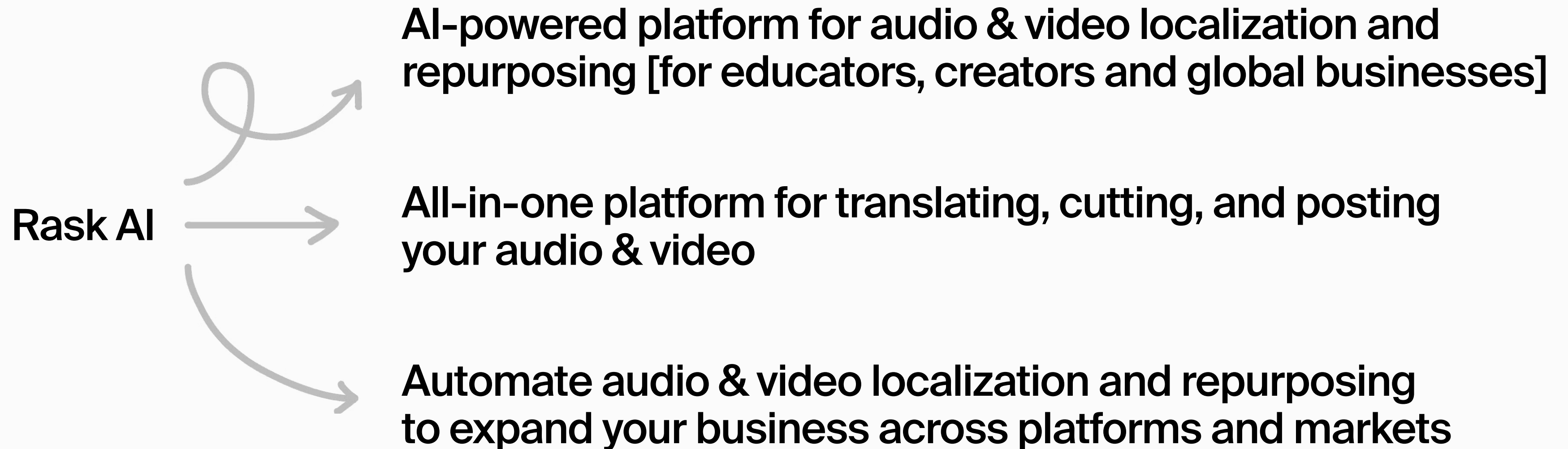
Rask
is a wrong name

Rask AI is a product
a platform
a tool
not an app



But we can use this expression somewhere
in an article in which we review and
compare tools and applications

One-line pitch



Mission

We are on a mission to democratize and accelerate high-quality content production and localization at scale for

- creators (e.g. influencers, educators, etc)
- employees working for global businesses responsible for marketing, video production, content development, and localization

Problem we are solving

Rask AI addresses the critical need for **efficient, scalable video production and localization**, overcoming challenges such as high costs, long production times, and the complexity of maintaining high quality.

It automates the creation of consistent, **high-quality video content** tailored for diverse markets and platforms, significantly cutting time to market and reducing operational costs.

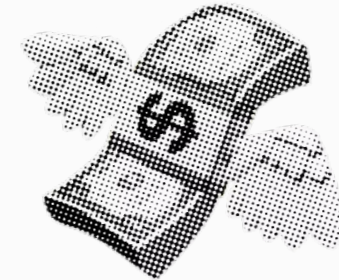
ICP (Ideal Customer Profile)

Solo creators, influencers, and SMBs looking for an efficient and cost-effective solution for scaling content production, expanding market reach, and enhancing engagement	Mid-market and enterprise global businesses that need to localize their corporate, marketing, and educational / product content	Enterprise global businesses in advertising, and media & entertainment industries that need to localize their content at scale
Primary goal → Attract this audience to increase virality, brand awareness and recognition	Primary goal → Sustainable self-service revenue generation	Primary goal → Close million dollar multi-year deals and become their technology provider of choice

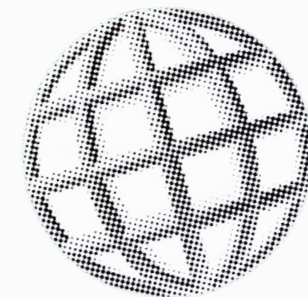
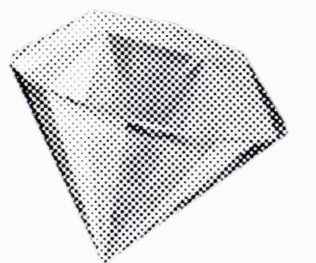
Tone of voice



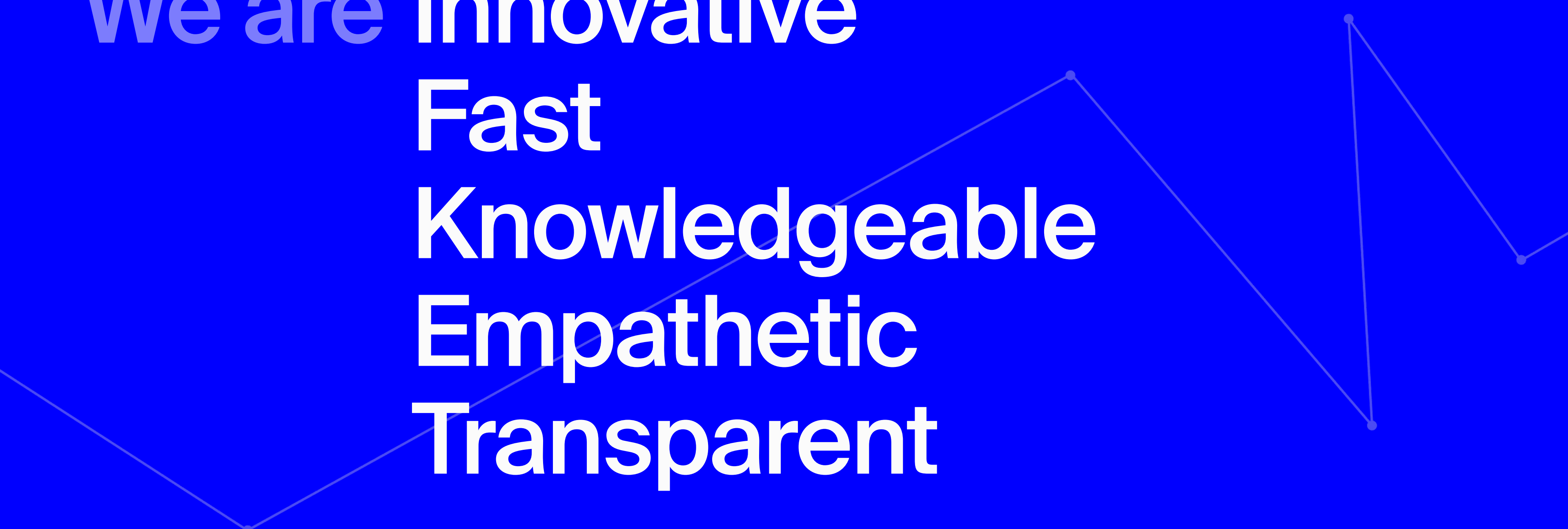
Rask AI brand stands for democratizing AI technology making it available to creators and global businesses of all sizes. We are **innovative** and **move fast** to ensure our customers can access the latest technology to scale production of high-quality content fueling their growth and success.



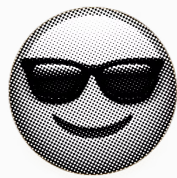
We are **experts** at what we do and are ready to **guide** our customers, sharing our knowledge with them and **helping** them choose the best solutions for their businesses. We recognize the pace of change happening on the market and the complexity of AI technology that powers our platform — that is why we stand for **transparency** and want to make sure we are **supporting** and **educating** our customers at all times, helping them make decisions with confidence and ease.



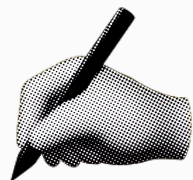
We are Innovative
Fast
Knowledgeable
Empathetic
Transparent

An abstract line graphic consisting of several connected line segments and dots, forming a jagged, geometric shape that spans across the middle of the slide. The lines are a light blue color, matching the background.

And also



In our **Twitter interactions**, we can adopt a slightly cheeky and bold tone. This approach helps us stand out, engage our audience, and showcase our unique brand personality.

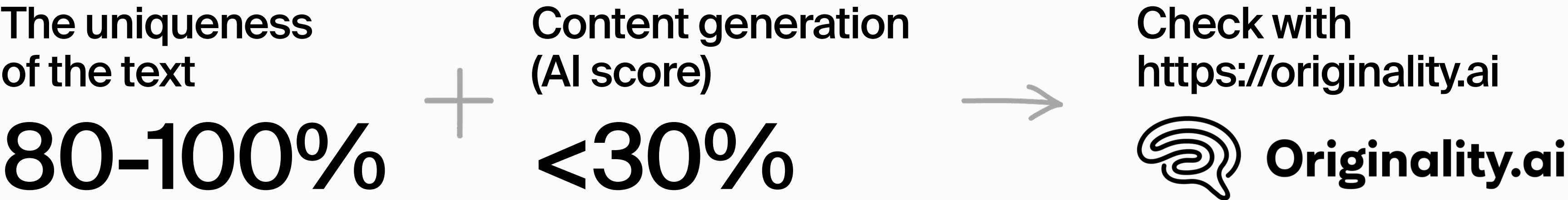


In **email exchanges with clients**, we uphold a polite and respectful manner. We affectionately refer to our users as 'Raskers' or individually as a 'Rasker'.



As a company, we **do not discuss politics** on social media or express personal opinions publicly. We remain neutral and refrain from taking any sides until our **CEO has made an official statement**.

General requirement for texts – Plagiarism-free



Some Features

Lip-Sync Multi-Speaker Feature

- lip-sync (noun)
- Lip-sync (feature's name)
- video with lip-sync / lip-synced video (a video with lip-sync)
- to lip-sync the video (a verb)

Rask Shorts (Plural form)

Voice Cloning + Voice Over

Should always be written in uppercase. (In one word – "VoiceCloning" and "VoiceOver" a style used by competitors and fits our branding and industry norms, it can be adopted).

Rask API

In communications, we use Rask API for posts, emails, announcements, documentation, etc. We do not use "Rask AI API" (too many letters) or "Rask AI's API" (we avoid 's in titles).

Values

Here's a set of key points you might use to describe product's value

- 1 The Rask AI Platform unlocks the full potential of videos by offering translation, dubbing, and content repurposing services for a global audience.
- 2 It allows users to generate viral Shorts and trending tweets from existing video content, easily adapting it to fit any culture and language.
- 3 Designed for video and marketing professionals, the platform streamlines the creative process and boosts creativity.
- 4 Rask AI's technology enables effortless repurposing of videos into eye-catching Shorts suitable for YouTube, TikTok, Instagram, and more.

- 5 The platform offers localization of Shorts and long-form videos into 130+ languages, allowing content to reach audiences worldwide without needing to switch products.
- 6 Advanced Lip-Sync and AI VoiceCloning technologies help preserve the uniqueness of a brand's voice across the globe.
- 7 The upcoming AI Generation feature is set to revolutionize content creation, enabling users to craft captivating videos from scratch.
- 8 With AI Generation, users can create impactful video content that stands out, even without existing footage.
- 9 Rask AI Platform facilitates exploration of new markets and increases earnings by giving videos a global twist.

If you are working on SEO text

- 1 Use the keywords below in the specified amount
- 2 h2 subheadings must contain the specified keywords
- 3 Requires images with alt and title tags
- 4 Keywords should be highlighted in color
- 5 You need to write a meta-description (a short description of what the page is about) up to 200 characters
- 6 The text may contain an FAQ section with specified questions
- 7 Highlight in bold the phrases and words that should be emphasized
- 8 There should be no grammatical corrections in the text according to the free version of Grammarly (Chrome Extension for editors)
- 9 The text must be written in a Google Doc file
- 10 The formatting is the same everywhere (lists, enumerations, and other elements) are designed the same throughout the entire length of the text
- 11 If we list services – Rask AI (<https://rask.ai>) is at the top of the list
- 12 If a single service is specified in the text, it should be Rask AI

When writing a case study, interview, or a narrative featuring someone, it's crucial to craft a compelling introduction that sets the scene.

Here's a structured approach to writing such an introduction →

1
Introduce the Hero

Begin by presenting the central figure of your story. Highlight their name, relevant background, and any distinctive traits that make them relatable or interesting to the reader.

2
Personal Background

Delve into the hero's personal history and motivations. Explain what drives them, focusing on personal anecdotes or experiences that inspired them to pursue their current path.

3
Behind the Scenes

Share the story behind the scenes. What sparked their interest in the subject of your story? Was there a defining moment or a gradual process that drew them in?

4
Challenges Faced

Discuss the obstacles they encountered along the way. What were the major challenges? How did these challenges impact their goals and methods?

5
Overcoming Obstacles

Describe how the hero tackled these challenges. Emphasize their strategies, the skills they employed, and the resilience they demonstrated. Highlight any support they received, key decisions they made, and pivotal moments in their journey.

6
Current Status and Future Goals

Briefly mention where they stand now and their aspirations for the future. How has their journey shaped their current position, and what are their plans moving forward?

Some examples of case studies

You can view examples of success stories and case studies on our [Case Studies Page](#)

We suggest using these articles as templates:

- [Improving Global Health: Rask AI Boosts Fisiolution's US Engagement by 15% and Elevates Worldwide Interaction](#)
- [Global VR Success: A 22% Visit Increase & 40% Returning Users with Rask AI's Japanese Localization](#)
- [How Rask AI helped a Czech TV Company Break the Ceiling in Viewership](#)

