

Grammarly AI Writing & Editing Guide by CAIT

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Writing Tones Available in Grammarly

Grammarly lets you set tone preferences to match your message.

Choose from:

- **Formal** – Professional, academic, or business use
- **Friendly** – Conversational, warm
- **Confident** – Assertive and clear
- **Empathetic** – Sensitive and tactful
- **Optimistic** – Encouraging and hopeful
- **Curious** – Inquisitive and open
- **Informative** – Objective and educational
- **Witty** – Light, clever tone

Prompt Tip (GrammarlyGO): "Rewrite this paragraph in a confident and empathetic tone suitable for a company-wide announcement."

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Suggestion Categories

Grammarly organizes its AI feedback under three main lenses:

Clarity

- Removes redundancy
- Breaks up long sentences
- Fixes ambiguous or vague wording

Delivery

- Adjusts tone based on intent
- Flags emotionally charged language
- Makes writing more polite or direct

Engagement

- Improves vocabulary richness
- Adds sentence variety
- Makes your writing more impactful and persuasive

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GrammarlyGO Prompt Tips (Generative AI)

GrammarlyGO lets you prompt AI to write or rewrite content for you.

Sample prompt styles:

- “Write a follow-up email after a job interview.”
- “Rewrite this message to sound more assertive but polite.”
- “Summarize this email in under 50 words.”
- “Draft a LinkedIn post introducing my new business.”
- “Fix grammar and improve clarity while keeping the tone friendly.”

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Use Cases

Grammarly is perfect for:

- **Emails:** Professional, client-facing, follow-ups
- **Reports:** Polished language and formatting
- **Essays:** Academic tone, grammar checks
- **Meeting Notes & Minutes:** Clear summaries
- **Social Media Captions:** Casual yet clean
- **Web Content:** Landing page copy, blog posts

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Integration Hacks

Google Docs

- Real-time grammar, clarity, and tone suggestions
- Works in comments and suggestions mode

Microsoft Word & Outlook (via Grammarly Desktop App)

- Direct in-app editing
- Supports tracked changes for team collaboration

Gmail

- Inline edits as you compose
- GrammarlyGO AI prompt box for tone rewrites

Pro Tip: Enable Grammarly keyboard for mobile for smart suggestions while texting or emailing.

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Grammarly vs. Hemingway: Which to Use When

Feature	Grammarly	Hemingway
Grammar Corrections	✓ Extensive AI-based rules	✗ Basic readability focus
Tone Detection	✓ Multi-tone control	✗ Not available
Writing Suggestions	✓ Clarity, engagement, delivery	✓ Sentence simplification
Style Refinement	✓ Corporate, academic, casual	✗ Only general readability
Use Case	Emails, reports, essays, content	Blog drafts, casual writing
AI Writing (GrammarlyGO)	✓ Built-in generative text	✗ No generation tools

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Business Tone Templates (Copy & Paste Prompts)

Template 1 – Apology Email (Empathetic):

“Hi [Name], I sincerely apologize for the delay in getting back to you. I understand how important this matter is and will prioritize it going forward...”

Template 2 – Sales Outreach (Confident + Friendly):

“Hi [Name], I hope you’re doing well! I’m reaching out with a quick idea that could help [solve a problem] at [their company]...”

Template 3 – Performance Review Summary (Professional):

“[Employee] has consistently demonstrated initiative and adaptability. Their contributions have led to measurable improvements in [specific area]...”

Template 4 – Client Update (Formal + Clear):

“We’ve completed Phase 1 of the project and are currently preparing documentation for the next steps. Attached is the report with key milestones...”