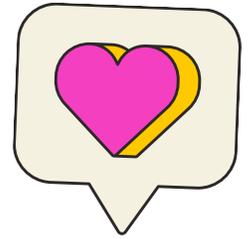# BRAND VOICE

DEFINE HOW YOUR BUSINESS SOUNDS – AND HOW YOU WANT YOUR AUDIENCE TO FEEL.

Brand Overview

Purpose: Clarify who you are and what you stand for before defining your voice.

Prompts:

- Business Name: _____
- Mission Statement (in your own words):

  _____
- What do you do? (Describe it simply)

  _____
- Who do you serve? (Ideal audience or client)

  _____

Audience Snapshot

Purpose: Understand who you're talking to so your tone fits their needs.

Prompts:

- Describe your ideal customer in one sentence:

  _____
- What are their top 3 pain points or needs?
    - a.
    - b.
    - c.
- What do they value most when choosing a business like yours?

  _____
- What do you want them to feel when they interact with your brand?

  _____

Core Brand Personality

Purpose: Define your brand's "personality traits" – how your business would act if it were a person.

Activity: Circle or highlight up to five traits that best describe your brand:

- Friendly
- Professional
- Warm
- Creative
- Confident
- Honest
- Supportive
- Empowering
- Playful
- Serious
- Nurturing
- Bold
- Calm
- Innovative
- Reliable
- Approachable

Then complete this sentence:

"Our brand feels like a _____ who _____."

(Example: "Our brand feels like a trusted mentor who empowers small businesses with confidence.")

Key Messaging

Purpose: Write out core phrases or "anchor statements" that represent your voice and values.

Prompts:
- Your tagline or slogan: _____
- Three phrases that capture your brand's message:
    a.
    b.
    c.
- How do you want people to describe your brand in one sentence?

    _____

Writing Style & Word Bank

Purpose: Keep communication consistent with your word choices.

Prompts:

- Words & phrases you always use:
- (e.g., "support," "growth," "community," "empower")
-
- Words or tones you avoid:
- (e.g., "crazy," "cheap," "guaranteed")

- Common calls to action (CTAs):
- (e.g., "Let's connect," "Learn more," "Join us," "Get started")

Visual & Emotional Alignment

(Optional but great for creative businesses)

- What colors, fonts, or imagery match your tone?

    _____
- What emotions should your visuals evoke? _____

Implementation Plan

Where will you apply this voice?

☐ Website copy

☐ Social media posts

☐ Emails & newsletters

☐ Ads or print materials

☐ Staff communication

Next step: How will you ensure consistency? _____