



THE
brand voice
GUIDE

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One of my go-to tips as a brand designer and strategist to create a brand that truly looks, feels, and sounds like you, is to create a voice that sounds just like you! Whether you're a solopreneur or the head of a talented team, you can create a readily recognizable brand voice that resonates with your ideal clients authentically.

As we dive into this topic, let's clarify what I mean when I talk about your "brand voice." I'm not actually referencing the literal voice you use when you hop on a business call, but I am talking about the verbal voice and tone you use throughout your brand messaging.

From social media posts to emails to website content, every verbal touchpoint is an opportunity to incorporate your brand voice throughout! And not only does a well-defined and succinct brand voice make your content readily recognizable, but it also incorporates a sense of consistency across all platforms.

So, let's dive into just how we should go about creating our own brand voice, shall we?

WHAT WE'LL COVER:

1. *Your brand*
2. *Your audience*
3. *Your message*



CONSIDER YOUR BRAND

Take a look at your logo, at your branded materials (both on and off-line), and most importantly, the heart behind your business. Remember why you do what it is that you do when creating the voice to tell your brand's story well!

With the visuals, heart and strategy of your brand in mind, think of a tone and voice that would be a natural way to represent your brand to your audience. Hone the top three adjectives you would use to describe your brand, and consider what type of voice would not only represent those qualities well, but would be an organic fit.

On some level, the perception of your brand and its personality will be interpreted by your audience through the words you use to share your brand message. So be sure that the voice you're crafting is authentic, sustainable and feels comfortable to use day in and day out!

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What type of brand voice and tone would represent your brand's vibe or personality well?

If your brand were a person, how would that person speak?



STEP TWO

CONSIDER YOUR AUDIENCE

Before we get too engrossed in the voice we're creating specifically for our brand, let's be sure to consider how that voice resonates with our audience. At the end of it all, we're striving to create a voice that resonates with your ideal client, so it's important to create one with them specifically in mind!

If you have a clear profile of your ideal client, pull that out and use it as a reference as we brainstorm the types of voices, keywords and overarching messages that your ideal client would truly identify with.

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What type of emotion should your brand voice strive to inspire?

What is it about those specific emotion that are worth inspiring?

What type of intentional keywords would inspire trust, spark a conversation or lay the foundation for a relationship with your ideal client?



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STEP THREE



CONSIDER YOUR MESSAGE

Lastly, we want to take your brand's message into consideration as we create a voice that represents it well.

If you're working hard to establish your brand as an eco-friendly, organic skincare line, then choosing a voice that evokes a sense of calm, balance and harmony will keep you on message. Likewise, if you're striving to create a heartfelt, relatable brand, ditch the ultra-formal language and opt instead for something more conversational that flows off the tongue.

Your brand voice should serve as a powerful tool to equip you to spread your brand story, connect with your ideal audience, and build consistency and a sense of trustworthiness wherever you go.

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With your specific product/service in mind, what kind of brand voice do you think would represent it well? Write down the ideas, emotions, or keywords that come to mind below:

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