

How to read the excerpts below

The seven excerpts you're about to read come from a Brand Voice Extraction Intensive I ran with my client, [Holly](#), in January 2026.

You don't need to be familiar with Holly to read these excerpts. They're written directly from how she speaks and thinks in conversation - not from prepared answers or polished brand language.

We spent 90 minutes in conversation. After that session, I wrote Holly's full Brand Bible. What you're seeing here are small sections pulled from different parts of that document. They're shared so you can get a feel for the depth, tone, and style of the work - and, more importantly, how accurately I extract someone's voice and thinking and turn it into something coherent and usable.

To be clear: **these are not written in my voice**. They are written in Holly's voice, based entirely on how *she* speaks, thinks, and works. You can see Holly's content for yourself [here](#).

Each section follows the same structure:

- The **heading** reflects a question or doubt people often have before booking a session
- The **short paragraph** in italics underneath explains how I got there - what I was listening for, following, or naming
- The **excerpt** itself shows the result

You don't need to arrive articulate to the Intensive - and you don't need clear answers. You also don't need to know how to describe your brand, your voice, your messaging, or your positioning. I have designed the Intensive to pull those out of you.

I extract all of those things by asking different questions in different ways, following what's interesting, and staying with you long enough for your real language to surface. The structure comes later - the session itself is about excavation, not categorisation.

1. YOU DON'T NEED TO KNOW HOW TO DESCRIBE YOUR BRAND VOICE

I didn't ask Holly to define her brand voice. I followed her thinking as it unfolded and listened to how she actually speaks - her cadence, pace, rhythm, emphasis, tangents, emotional spikes. Then, I treated that spoken pattern as the source material, translating it into writing that reads exactly the way she sounds.

My brand voice feels like a good mate who knows her shit. I'm warm but not soft. Direct but never cold or mean. I sound like someone you'd have a proper conversation with over a cup of tea - well, cuppa because I'm from Grimsby - except I'll also tell you exactly what's wrong with your tech setup and how to fix it without EVER making you feel stupid. [...REDACTED...] I'm not edgy for the sake of it. I'm just me. I'm very unfiltered. I will tell you your systems are a mess, but I'll say it while rolling up my sleeves to help you sort it out.

2. IF YOU RAMBLE, OVERTHINK, OR EDIT YOURSELF INTO SILENCE - THIS IS FOR YOU

I wrote this by noticing and tracking where Holly told me she consistently got stuck with writing - over editing, second guessing, and trying to write to an abstract "ideal client" - and reframing those blocks as signals to trust her natural voice rather than override it.

My writing flows best when I'm not overthinking it and just saying the thing instead of trying to figure out how to say the thing. It flows when I write like I'm explaining something to a specific person - a real human I actually want to help, not an imaginary ideal client avatar. It also flows when I let myself go off on tangents and trust that the tangent IS the content. [...REDACTED...] It does NOT flow when I'm trying to be someone I'm not. When I'm attempting "professional" or editing myself before I've even started. Or when I'm thinking about what I should say instead of what I actually want to say.

3. YOU MIGHT ALREADY HAVE A CLEAR POSITIONING - YOU JUST CAN'T SEE IT YET

This principle didn't come from Holly presenting a clear brand idea - it came from listening as she talked around exhaustion, capacity, and constraints, then naming what she hadn't realised was already the central organising principle of her brand.

The one thing I want people to remember about my brand is that your business should be able to run when you can't. That's the whole point of everything I do. [...REDACTED...] You're a human being with a body and a life and responsibilities that don't pause just because you need to make money. Your systems should hold you when you can't hold yourself.

4. WHEN YOU UNDERSTAND YOUR CLIENTS BETTER THAN THEY UNDERSTAND THEMSELVES

This section came from listening as Holly talked about her clients - noticing the quiet embarrassment and self-blame her clients carry around tech - an emotional dynamic she intuitively works around but hadn't articulated explicitly.

When you think "I'm bad at tech" you feel stupid, like you should be able to figure it out. You beat yourself up for not understanding and avoid asking for help because you're embarrassed. And things stay broken because you're scared of making them worse. [...REDACTED...] You just haven't spent hours deep in the weeds of DNS settings and email authentication and automation workflows - and why would you?

5. YOU ARE ALLOWED TO HAVE STRONG OPINIONS

This section came from creating enough space for Holly to go further than she normally would and following her opinions all the way through - reassuring her that rambling, ranting, and even getting angry were welcome - and then shaping what came out into a clear, grounded industry stance that still feels like her.

The outdated advice in my industry that I strongly disagree with is "don't use all in one systems because if they go down, your whole business goes down!!!" - I see this everywhere and it drives me mad. Yes, technically, if your all in one system crashes, everything's affected. [...REDACTED...] The people pushing the "never use all in ones" advice are usually selling something that benefits from you having a complicated tech stack.

Just because something costs more doesn't mean it's better. And just because someone charges premium prices doesn't mean they're more skilled than someone who doesn't. [...REDACTED...] But some of the most expensive people in this industry are average (at best). And some of the most skilled people I know charge reasonable rates because they actually give a shit about being accessible.

6. YOU DON'T NEED CLEVER METAPHORS AND ANALOGIES

Holly arrived at this analogy herself after circling it for a while. My role here was staying with her thinking long enough, asking the right follow ups, and recognising when something important had landed so it could be held and articulated clearly.

I can drive any car - I've been driving for ages, I'm a good driver. But if you put me in a new car, I just need a minute to figure out where the buttons are. That's exactly what systems are like. I know the theory and I know what needs to connect to what. Sometimes I just need to find where they've hidden the screen wash filler bit.

7. WHEN WHAT YOU ACTUALLY DO DOESN'T FIT INTO A NEAT CATEGORY

I wrote this by tracking a pattern in how Holly works - not just executing or advising, but thinking sideways and problem solving creatively. I then drew a clean distinction between what she does and how her industry usually operates, without polishing it into something she wouldn't say.

Most tech people are purely technical - they execute what you ask for. Some are strategic - they tell you what to build but don't do the building. I'm both of those AND I'm creative with it. I look at your weird, specific, "can we make it do THIS though?" request and I think: yeah, probably. Let me figure it out.

Most tech people fall into one of two camps: they either just do what you tell them (tech VA style - "build me this thing" and they build it, no questions asked, no input on whether it's actually the right thing to build), or they're strategists who'll tell you what you need but won't get their hands dirty actually building it. I do both. [...REDACTED...] I'm not pretending to be something I'm not. I'm a tech goblin with a spicy brain and a chaotic life, and I'm really fucking good at what I do.

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