BRAND POSITIONING BRAND VOICE

"Your brand is a promise to your clients... a promise of quality, consistency, competency, and reliability."

Jason Hartman



8 Steps to Find Your Brand's Voice

STEP 1: Review Your Brand Purpose, Vision, Missions, and Values

Just like you've previously done when defining other aspects of your brand, you should go back and review your Brand Purpose, Vision, Mission, and Values.

What is your Brand Purpose?				
What future does your brand want to help create?				
What will your brand do to create that future?				
What does your brand stand for?				

These are the reasons why your brand exist, and your brand's voice is simply a tool to express it. STEP 2: Review Your Target Audience and Top Competitors In addition to reviewing your brand's purpose, vision, mission, and goals, you should also review who your target audience is, and your top competitors. Your brand's voice is how it communicates to your audience, so be sure you are clear on who that audience is. What is your audiences sense of humor? What are the personality traits of your audience?
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What are the personality traits of your audience?
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What are the personality traits of your addictice.
What adjectives descibe your audience?
How do you want your audience to FEEL about your brand?
Don't try to sound like something that your brand is not just to attract a certain demographic.
The customer will see right through that and label your brand as inauthentic.
Analyze how your competition, and every other brand in the industry sounds.
If they all sound the same, this could be a great opportunity to take a different approach.
Find a way to differentiate your brand's voice from the competition while still remaining genuine, and speaking to your audience.

Notes: STEP 3: Find Inspiration Find inspiration from other successful brands. What brands do you connect with? How do these brands sound in their messaging? What is their brand personality type? Will that same personality type connect with your audience? For example, if your brand is an adventurous and rugged brand, find other similar brands, and listen to how they speak to their customers. You obviously don't want to copy them, but learn from them, and determine how to bring out the same emotion. **STEP 4: Choose Adjectives** Just like you did when finding your brand personality, choose 3-5 adjectives that are appropriate to use in communications. These may be exactly the same as the adjectives you defined early, but it's still a good exercise to look at these descriptive words from a verbal standpoint, not just as personality traits. **ADJECTIVE 1: ADJECTIVE 2: ADJECTIVE 3: ADJECTIVE 4: ADJECTIVE 5:**

State what your brand won't do. This is who your brand does not want to be. Knowing who your brand is not, is just as helpful as knowing who your brand is. For example, if your brand is adventurous, funny, outgoing, and transparent, you won't want your brand's voice to sound pretentious, overly serious, businesslike, or humorless. Not that there's anything wrong with being businesslike or serious, but just be sure that your brand's characteristics are authentic to your brand's personality. What will your brand NOT do? Who does your brand NOT want to be?

STEP 6: Create Your Brand Voice Guide

Now that you have all this valuable information to work with, you will want to Create a Brand Voice Guide.

This guide is a simple table that helps organize and further elaborate on your brand characteristics that you've defined.

This will also provide designers and writers with guidelines to use when creating content, so you are confident that your brand voice will be communicated properly.

BRAND VOICE GUIDE TEMPLATE

VOICE CHARACTERISTICS	DESCRIPTION	DO	DON'T
PASSIONATE	We're passionate about changing the way the world works.	Use strong verbs Be champions for (industry) Be cheerleaders	Be lukewarm, wishy-washy Use passive voice
QUIRKY	We're not afraid to challenge the status quo and be ourselves.	Use unexpected examples Take the contrarian view Express yourself	Use too much slang or obscure references. Use overplayed examples Lose sight of the audience and core message
IRREVERENT	We take our product seriously; we don't take ourselves seriously.	Be playful Use colorful illustrations or examples	Be too casual Use too many obscure pop- culture examples
AUTHENTIC	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	Be honest and direct Stick to your word Own any issues or mistakes, ans show how you will address them	 Use marketing jargon Over promise Over sell the product's capabilities

Source: Content Marketing Institute

CREATE YOUR BRAND VOICE GUIDE

VOICE CHARACTERISTICS	DESCRIPTION	DO	DON'T

STEP 7: Review

Now that you have defined your brand voice, the next step is to complete a final audit of your work to make sure it aligns the rest of the branding, and supports your brand culture.

So once again, review your brand purpose, vision, mission, and values and confirm that they all work together in unison, and support each other when communicated to your customers.

Notes:		

STEP 8: Share

The final step is to share the Brand Voice Guide with your team.

This will be a crucial reference for them to use to help the content creators understand what does, and does not align with your brand.

It will unify your brand voice and maintain consistency across all marketing channels.

Notes:		

Big Ideas:	Notes:



Text Me: **830-250-5370**

Email Me: chris@BrandsByChris.com

Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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