

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?

Notes:

STEP 2: Review Your Target Audience and Top Competitors

Find a way to differentiate your brand's voice from the competition while still remaining genuine, and speaking to your audience.

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: _____

Notes:

Notes:

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.

What will your brand NOT do?

Who does your brand NOT want to be?

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.

VOICE CHARACTERISTICS	DESCRIPTION	DO	DON'T
PASSIONATE	We're passionate about changing the way the world works.	<ul style="list-style-type: none"> • Use strong verbs • Be champions for (industry) • Be cheerleaders 	<ul style="list-style-type: none"> • Be lukewarm, wishy-washy • Use passive voice
QUIRKY	We're not afraid to challenge the status quo and be ourselves.	<ul style="list-style-type: none"> • Use unexpected examples • Take the contrarian view • Express yourself 	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • Be playful • Use colorful illustrations or examples 	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • Be honest and direct • Stick to your word • Own any issues or mistakes, and show how you will address them 	<ul style="list-style-type: none"> • Use marketing jargon • Over promise • Over sell the product's capabilities

Source: Content Marketing Institute

Notes:

VOICE CHARACTERISTICS	DESCRIPTION	DO	DON'T

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.

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.



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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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