**BRAND VOICE TEMPLATE**

QUESTIONS

|  |  |
| --- | --- |
| How do you want your brand to make people feel? |  |
| What other brand has a similar voice? |  |
| What voice would not appeal to your target audience? |  |
| Who would your brand be if it were a celebrity? |  |
| What makes your voice different from your competition? |  |
| What type of language do you want to use in your messaging? |  |

Top 4 Adjectives to Describe Your Brand Voice

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | GENUINE | 2 | APPROACHABLE |
|  |  |  |  |
| 3 | ADJECTIVE / BRAND TRAIT 3 | 4 | ADJECTIVE / BRAND TRAIT 4 |

BRAND VOICE CHART

|  |  |  |  |
| --- | --- | --- | --- |
| ADJECTIVE / BRAND TRAIT | DESCRIPTION | **DO** | **DON’T** |
| GENUINE | We have a strong sense of self. We are knowledgeable and are able to solve your problem.  | * Be authentic and original
* Be honest
* Use strong words
 | * Overcomplicate
* Use passive voice
* Speak in general, abstract terms
 |
| APPROACHABLE | We are friendly, easygoing, and invested in the community. We are relaxed, but professional.  | * Be pleasant
* Be inviting
* Include jokes and images
 | * Be too funny
* Sound too friendly
* Oversell
 |
| ADJECTIVE / BRAND TRAIT 3 |  |  |  |
| ADJECTIVE / BRAND TRAIT 4 |  |  |  |

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