

# **90 DAY REBRAND**

## **FINDING YOUR BRAND VOICE**

**STAGE 5: MODULE 19**



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

Jason Hartman



## 8 Steps to Find Your Brand Voice

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

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

## What is your Brand Purpose?

## What future do you want to help create?

**What will you create that future?**

## What do you stand for?

## Notes:

## What drives your decisions?

These are the reasons why you 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 purpose, vision, mission, and goals, you should also review who your target audience is, and your top competitors.

Your voice is how you are communicated to your audience, so be sure you are clear on who they are.

**What is your audiences sense of humor?**

**What are the personality traits of your audience?**

**What adjectives describe your audience?**

**How do you want your audience to FEEL about your brand?**

Don't try to sound like something that you're not, just to attract a certain demographic.

The consumer will see right through that and label you as inauthentic.

Analyze how your competition, and every other brand in your 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 voice from the competition while still remaining genuine, and speaking the language of your audience.

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### STEP 3: Find Inspiration

Find inspiration from other successful brands.

**What brands do you connect with?**

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**How do these brands sound in their messaging?**

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**What is their brand personality type?**

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**Will that same personality type connect with your audience?**

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For example, if you are 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 you can 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 your language.

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: \_\_\_\_\_

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## **STEP 5: Define Who You Are NOT**

State what you won't do. This is who you do not want to be. Knowing who you aren't, is just as helpful as knowing who you are.

For example, if you are adventurous, funny, outgoing, real, and transparent, you won't want your 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 characteristics are authentic to your brand's personality.

### **What will you NOT do?**

**Who do you NOT want to be?**

## **STEP 6: Create a 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 the brand characteristics you've defined.

This will also provide your 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.	<ul style="list-style-type: none"> <li>• Use strong verbs</li> <li>• Be champions for (industry)</li> <li>• Be cheerleaders</li> </ul>	<ul style="list-style-type: none"> <li>• Be lukewarm, wishy-washy</li> <li>• Use passive voice</li> </ul>
QUIRKY	We're not afraid to challenge the status quo and be ourselves.	<ul style="list-style-type: none"> <li>• Use unexpected examples</li> <li>• Take the contrarian view</li> <li>• Express yourself</li> </ul>	<ul style="list-style-type: none"> <li>• Use too much slang or obscure references.</li> <li>• Use overplayed examples</li> <li>• Lose sight of the audience and core message</li> </ul>
IRREVERENT	We take our product seriously; we don't take ourselves seriously.	<ul style="list-style-type: none"> <li>• Be playful</li> <li>• Use colorful illustrations or examples</li> </ul>	<ul style="list-style-type: none"> <li>• Be too casual</li> <li>• Use too many obscure pop-culture examples</li> </ul>
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"> <li>• Be honest and direct</li> <li>• Stick to your word</li> <li>• Own any issues or mistakes, and show how you will address them</li> </ul>	<ul style="list-style-type: none"> <li>• Use marketing jargon</li> <li>• Over promise</li> <li>• Over sell the product's capabilities</li> </ul>

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 your branding, and supports your company 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 the customer.

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### STEP 8: Share

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

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

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