

90 DAY REBRAND

FINDING YOUR BRAND VOICE

STAGE 5: MODULE 19



**BRAND
IDENTIFIED**

© BRAND IDENTIFIED, All rights reserved.

The contents, or parts thereof, may not be reproduced in any form.
Do not distribute or train from this material without written permission. BrandIdentified.com



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

Jason Hartman



Notes:

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?

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"> 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

