



A SIMPLE FRAMEWORK TO HELP YOU

*Strategize and Document
Your Own Brand Tone of Voice*

Brand crushes start here.

Here's what's inside this awesome guide.

INTRO

Your very own brand voice

1. What is brand voice?
2. What is tone of voice?

PART #2

Get to know your audience, including how they communicate with each other.

1. Observe your audience.

PART #3

Establishing a great messaging architecture and creating a solid mission statement.

1. Define your core values.
2. Create a message architecture.

PART #4

Define, create, document and activate your brand voice and tone.

1. Define your brand's tone of voice.
2. Document your tone of voice guidelines.

Use this guide as a framework to strategize, document and then activate your own unique brand voice of tone.

THE ART OF CRAFTING

Your very own brand voice.

Every day, thousands of new brands are being launched—leading to crowding of the market place and a lot of noise. For any business entering, or any brand re-launching and re-entering a crowded market segment, cutting through the noise is a complex undertaking.

One way to ensure that you'll get seen, heard and respected by your target audience is to create a clear and unique voice for your brand that will cut through the noise and speak directly to them—the way they prefer to be spoken to. Strategizing, creating and documenting a solid brand voice is one thing—understanding all the ways to successfully execute it is another.

But, for now, let's start with defining what a brand voice is. Zoomed out, your brand voice is the unique and ownable personality of your brand. This is the impression or perception that you want your brand to convey when interacting with people—whether they are customers or not. One doesn't have to be a die-hard Apple customer to appreciate, respect and feel inspired by Apple's perfect brand messaging.

Your brand voice can activate in several different ways, including your:

- visual identity
- website content
- articles and blog posts
- podcasts and videos
- social media channels

It's mission critical to see a visual in your mind of all of these channels functioning individually, and collectively—as a single, streamlined sales and marketing machine. A digital marketing ecosystem comprised of specific and unique channels and platforms to which your brand voice must always be clear, consistent and controlled. Multiple, disconnected channels—a single, streamlined voice across all of them, which is the thread that connects them all, while always activating your brand, to ensure a streamlined UX for your customers.

The brand perception you want to create should be rooted in your brand core values. As far as your brand is concerned, everything must always map back to a clear and rational strategy. Otherwise, your brand will read as fake, forced or inauthentic. Therefore, one must always start by mapping out a set of core values or ideas that represent the brand's essence. These values define and dictate how your brand will look, behave and function, which ultimately lays the foundation for the brand tone and voice.

Your brand story also takes inspiration from your core values and your story enables your brand to become unique. How the story sounds is brand voice. It's not just about your story or your message, it's about how you say it. It is about how make people feel when they encounter your story and your brand voice.

Your audience and your customers want an authentic tone of voice. They do not want to be treated as just dollar signs. That's why, we strategize and write to people, not prospects.

Finally—and perhaps most importantly—once documented, it is essential that every employee at your company be onboarded, aligned, activated and empowered to respect and protect your new brand voice and style guidelines. When you've successfully documented and socialized your guidelines for approval, **setup a copywriting masterclass for all of your teams**, especially your GTM team(s), including marketing, sales, customer service and product, to ensure successful onboarding and cross-org, omni channel alignment.

WHAT IS

A brand voice.

Brand voice is the brand's personality; the unique way we will present EverBright to the world. Ultimately, the voice must run consistently through all communications, no matter which teams are handling which channels, it must never change.

WHAT IS

Tone of voice?

Brand tone of voice is how we will communicate with our audience, including our choice of words, communication style, and emotional tone based on the matter or task at hand needing to be communicated. matter which teams are handling which channels, it must never change.

YOUR TURN

Observe your audience.

First, find out what social platforms your audience uses. Once you know where your audience hangs out, observe how they interact with one another:

Do they use slang?

Are there any particular words or phrases they use often?

Do they typically interact with brands on social media?

A good starting point is to perform a Google site search for your brand on a site like Reddit. That way, you can see what people are saying about you only on that site.

Be sure to jot down notes on each “persona:”

Preferred social platform	Observations

YOUR TURN

Define your core values.

First, compose a concise mission statement that shows your users who you are, what you care about, and what your brand does to achieve its goals.

Start by answering these questions:

What are our company goals?	
How do we plan to achieve your goals?	
Who is our target audience?	
What do we want our company to be known for?	

Here's a completed mission statement from Microsoft as an example:

"Our mission is to empower every person and every organization on the planet to achieve more."

YOUR TURN

Create a message architecture.

A message architecture is a set of communication goals (usually a list of terms, phrases, and statements) used to align your team on all content produced. Start by compiling a list of 50-100 adjectives.

proactive trusted cool narrow slick value-oriented actionable tailored down-to-earth practical custom innovative hip conservative urban customer-oriented market-driven professional technological aggressive visionary	tactical responsive consistent traditional savvy eclectic broad high-quality friendly fun the thought leader current approachable welcoming blue collar strategic premium classic cutting edge reactive national	timeless elegant accessible responsible sexy high-level bleeding edge tried-and-true rural in touch wise empowering assertive informal progressive modern expensive authentic flexible international formal	trendy simple casual historic serious regional reliable efficient diverse elit driven leading edge experienced smart focused structured timely community-building pioneering lavish global
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Now, sort these into three groups:

Who we are	Who we'd like to be	Who we aren't

When you're done, focus on the words in the "Who we would like to be" category. Group them into categories and organize them in order of priority.

HOW TO

Create your own brand tone of voice guidelines.

Your tone of voice is how you connect and engage with your audience. The best way to do that is to align it with your brand values and mission as well as with your audience's voice.

Once you have an idea of what it should look like, match your tone of voice to the content format you're using to communicate.

Don't be afraid to get creative—the goal is to stand out from your competition. And by sticking to a consistent, unique tone of voice, your brand can gain authority (and popularity) within your niche.

Then, when you've successfully strategized, documented and socialized your guidelines for approval, setup a copywriting masterclass for all of your teams, especially your GTM team(s), including marketing, sales, customer service and product, to ensure successful onboarding and cross-org, omni channel alignment.

YOUR TURN

Define your tone of voice.

Map where your brand falls in each category:

Funny vs. serious

Formal vs. casual

Respectful vs. irreverent

Enthusiastic vs. matter-of-fact

Chart it out below by highlighting where you want your voice to land on each row:

Funny	Neutral	Serious
Casual	Neutral	Formal
Irreverant	Neutral	Respectful
Enthusiastic	Neutral	Matter of fact

Yours should end up looking something like this:

Funny	Neutral	Serious
Casual	Neutral	Formal
Irreverant	Neutral	Respectful
Enthusiastic	Neutral	Matter of fact

YOUR TURN

Finally, document your tone of voice guidelines.

To successfully implement your tone of voice, start by setting clear brand guidelines. Take some notes to start creating guidelines for the following:

Target audience	
Rules around interaction with them	
Your brand's core values	
Your mission statement	
Your message architecture	
Vocabulary to use	
Vocabulary to avoid	
Grammar rules	