

BUILD YOUR BRAND VOICE

A strong brand voice helps customers recognize your business no matter where they interact with you. Use this worksheet to define your voice, document your writing style and apply it consistently across every marketing channel.

01 DEFINE YOUR BRAND

Your Mission: What does your business help customers accomplish?

Your Audience: Who are you speaking to?

How do you want customers to feel?

02 DEFINE YOUR BRAND VOICE

Choose 3–5 characteristics that best describe your business.

☐ Friendly

☐ Professional

☐ Educational

☐ Approachable

☐ Confident

☐ Compassionate

☐ Innovative

☐ Trustworthy

Our brand voice is...

03 PUT YOUR VOICE INTO PRACTICE

Instead of just describing your voice, explain what it means.

BRAND TRAIT	WHAT THIS MEANS IN OUR WRITING
Friendly	We write like we're having a conversation and avoid unnecessary jargon.
Professional	We provide clear, accurate information without sounding overly formal.
Confident	We make recommendations with clarity while remaining helpful.

04 WRITING GUIDELINES

Complete these prompts to create your own style guide.

We always...

We avoid...

Words or phrases we use often:

Words or phrases we avoid:

05 APPLY YOUR BRAND VOICE

Now think about where customers interact with your business.

MARKETING CHANNEL	REFLECTS OUR VOICE?	NOTES
Website	☐ Yes ☐ Review	
Email Marketing	☐ Yes ☐ Review	
Social Media	☐ Yes ☐ Review	
Blog Content	☐ Yes ☐ Review	
Printed Materials	☐ Yes ☐ Review	
Customer Service Emails	☐ Yes ☐ Review	

06 REVIEW CHECKLIST

Before publishing, ask:

- ☐ Does this sound like our business?
- ☐ Would someone recognize our voice without seeing our logo?
- ☐ Is the message clear and easy to understand for this audience?
- ☐ Does this match the experience customers have everywhere else?