

Your brand voice is more than just words—it's how your audience feels when they interact with you. It shapes your brand identity, builds trust, and creates emotional connections that drive engagement.

Step 1: Define Your Brand Personality

Think of your brand as a person. How would you describe them?

Choose 3-5 adjectives that best represent your brand:

- Friendly
- Professional
- Bold
- Playful
- Trustworthy
- Sophisticated
- Inspirational
- Edgy
- Other:

Ask yourself:

- If my brand were a celebrity, who would it be?
- What kind of language does my brand use? Casual, formal, quirky?
- How do I want my audience to feel when they engage with my content?

Step 2: Identify Your Core Messaging

Your brand voice should align with your mission, values, and audience.

Fill in the blanks:

Our mission is to (help/educate/empower/inspire) our audience by (providing/guiding/delivering)

We believe in (core values such as authenticity, inclusivity, innovation, etc.).

The emotions we want to evoke in our audience are: (excitement, trust, confidence, etc.).



Step 3: Tone & Language Checklist

Your tone may shift slightly depending on the context (social media vs. website vs. emails), but your voice should always be consistent.

Mark the tones that fit your brand:

- Conversational
- Authoritative
- Fun & Witty
- Inspirational
- Educational
- Other:

Language Do's & Don'ts:

- ✓ Use words and phrases that align with your brand's personality.
- ✓ Keep messaging consistent across all platforms.
- ✓ Write as if speaking directly to your audience.
- ✗ Avoid jargon unless your audience understands it.
- ✗ Don't switch between formal and casual tones inconsistently.



Step 4: Create Your Brand Voice Guidelines

Once you've defined your voice, document it! Use the template below to keep your messaging consistent across all platforms.

Brand Personality: (list your 3-5 chosen adjectives)

Core Messaging: (write a short 2-3 sentence brand mission)

Tone & Style Guidelines: (briefly describe how your brand should sound in different contexts)

Words We Love: (list key phrases or words that align with your brand)

Words to Avoid: (list anything that doesn't fit your brand identity)

Next Steps

- ✓ Fill out this worksheet and share it with your team.
- ✓ Use it as a reference when writing social media posts, emails, website copy, and more.
- ✓ Review and refine as your brand grows!
- 📧 Want to take it further? Let's chat! Email Rebecca@Thekynd.ca

