



# BRAND VOICE TEMPLATE

## FILL IN THE BLANKS:

**My brand should make people feel** \_\_\_\_\_ Write 3 adjectives.

Ex. Comforted, secure, valued

\_\_\_\_\_ **makes me feel this same way.** This can be a person or a brand. Ex. Jackie from work, Godiva

**I want people to** \_\_\_\_\_ **when they come across my brand.** Ex. Light up, be entertained

**My brand should have a similar voice to** \_\_\_\_\_ Choose a brand or two (famous or not) that you want to emulate. Ex. ASOS, Arby's, Dollar Shave Club

**Brands that sound like** \_\_\_\_\_ **would not resonate with my target audience.** Write 3 adjectives. Ex. Technical, confident, serious

**Interacting with my audience feels like** \_\_\_\_\_ Ex. Feels like I'm an authority, makes me feel creative, confident, etc.

## LIST 3 ADJECTIVES (OR "TRAITS") THAT YOU WANT TO DESCRIBE YOUR BRAND VOICE:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# BRAND VOICE TRAITS TEMPLATE

For each trait that you identified, describe how you use it to communicate.

Include specific examples under the “do’s” and “don’ts”.

**Example: Traits: Funny, helpful, friendly**

## BRAND VOICE CHART

	Description	Do	Don't
<b>Funny</b>	My content/copy isn't afraid to be bold in order to get people laughing	Use humor	Sacrifice professionalism just to get a laugh
<b>Helpful</b>	We're here to solve problems and my voice should reflect that	Provide reassurance; be genuine when giving advice	Sound condescending or infantilize the reader
<b>Friendly</b>	My tone should remind readers of the girl next door.	Be down-to-earth, come off as accessible	Apologize, use jargon

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	Description	Do	Don't