

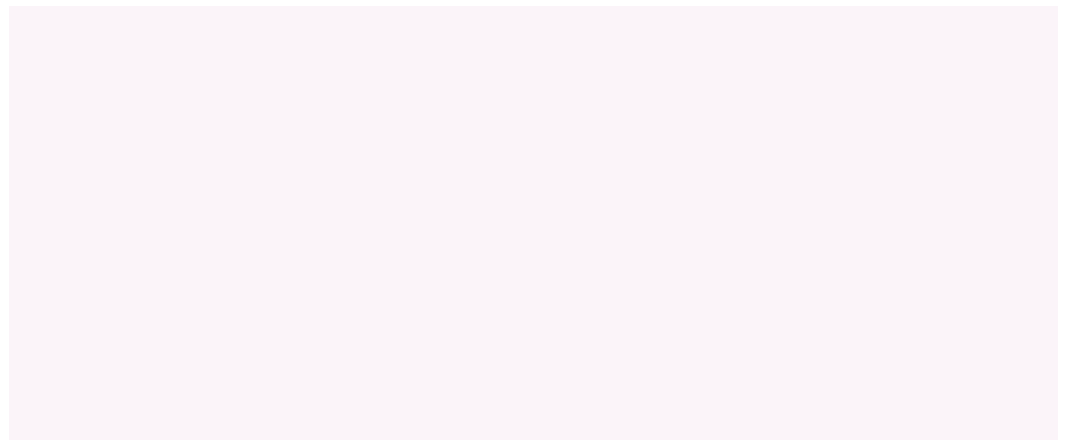
FIND YOUR VOICE

Your brand voice is as important as your logo or your brand colours. So it's important to make sure you've given it some thought. Don't worry though, we're here to help.

Make sure you give yourself a bit of time to do this properly. Some of the exercises may seem silly, but go with it. You can do it alone, but if you have other people who really understand your brand, why not get them involved too?

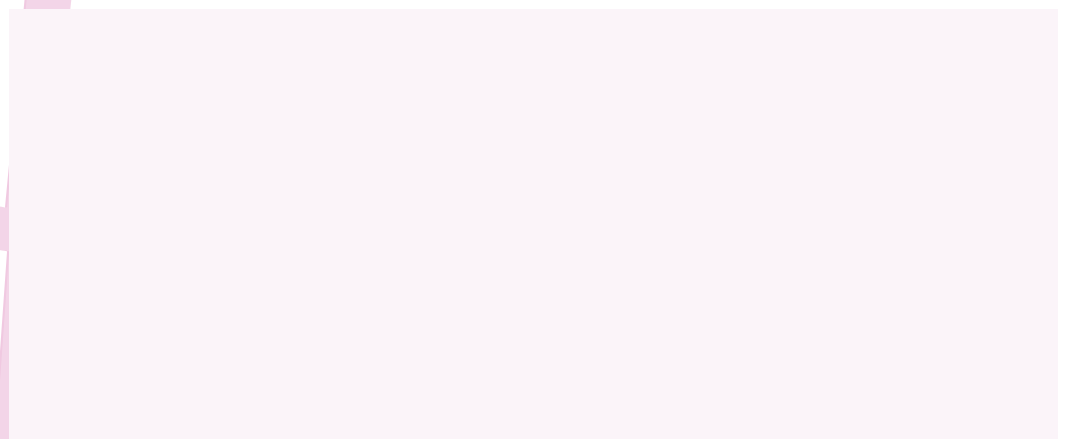
Imagine your brand as a person. It helps to picture one of your best clients, and think about the type of person they would get along with.

Give them a name. How old are they? Are they tall or short? What colour hair do they have? Are they extroverted, or introverted? Think of as many words as you can to describe this persona. Feel free to continue on a separate sheet of paper.



Now, picturing your brand persona, write down a list of things they enjoy.

What are their hobbies? Are they animal lovers? What kind of people are they friends with?



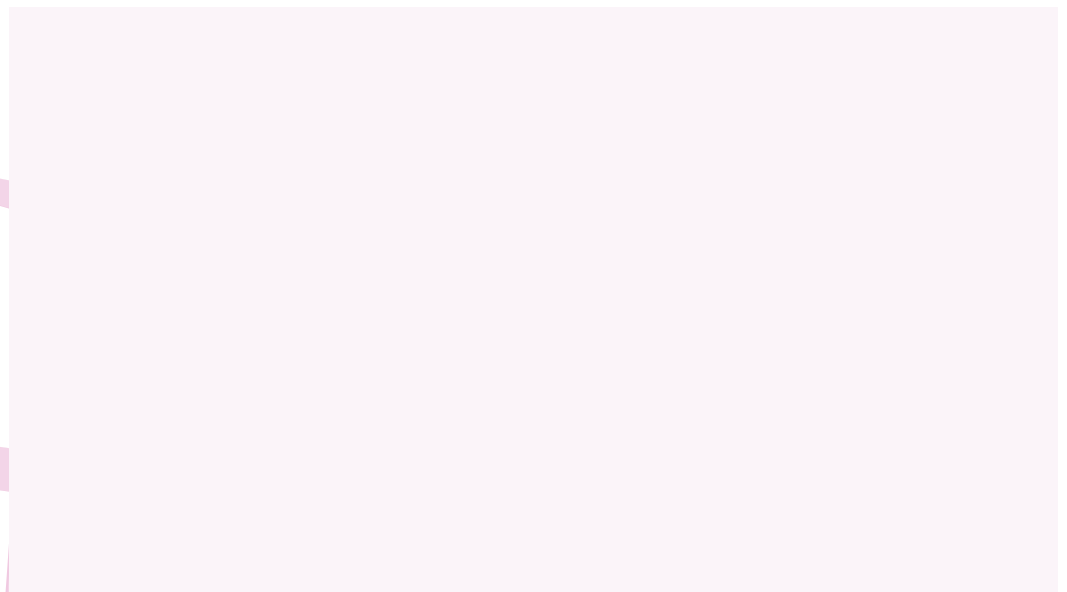
Write down an example of a joke that your persona would find hilarious.

Understanding your brand's type of humour will help when you want to inject a sense of fun into content. If your brand doesn't like jokes, that's ok too. Write that down!

A large, empty rectangular box with a light purple background, intended for the user to write down an example of a joke.

What does your brand care about? Are there particular causes or charities they are passionate about? What qualities do they think are most important in business?

The ethos of your brand should run through everything you do, and be very much a part of its personality.

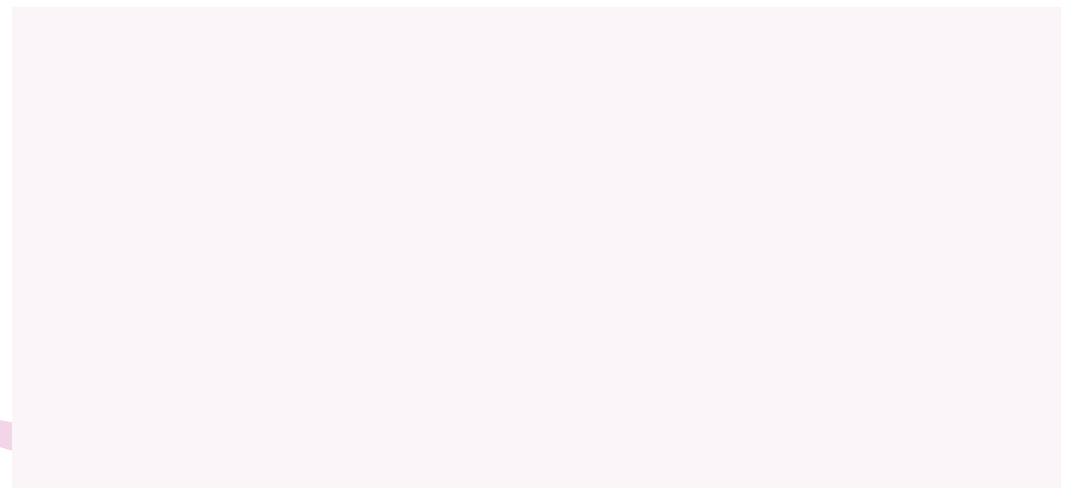
A large, empty rectangular box with a light purple background, intended for the user to write down what their brand cares about and their ethos.

How formal is your brand? Are they a suit and tie kind of person, or more t-shirt and jeans?

Different types of businesses will need to convey different levels of formality and professionalism. Understanding what level of formality your brand needs will help your content creators to decide on things like whether or not to use contractions, and what kind of tone they can use.



Finally, what are the 3 most important aspects of your brand's personality?



After completing this exercise, you should have a better understanding of how your brand would speak if it were, in fact, a person. That is your brand voice.

Try to remain faithful to this persona; make sure everyone in the business gets to know them. Maybe you could even find a picture online that looks like the person you've imagined, and print it out as a reminder?