

Speak UP!

Finding your brand voice

Brand voice is a carefully crafted asset built around a company's values and offerings, as well as the "hard-to-pinpoint" personality behind its delivery. This voice defines your brand for everyone who encounters it. That voice becomes its own recognizable presence as well as the delivery mechanism for anything your business has to say.

To find your brand voice, we start by getting to know you. We learn where you come from and where you're going. You can speak on your behalf or on that of your business's, because in the end, your brand voice will be a medley of the two.

Please take a few minutes to answer the following questions the best you can. There's no right or wrong way to fill out this worksheet.

How'd you first start your business?

What have been the biggest things that have changed or some of the lessons you've learned since starting your business?

What clients have you connected with most?

What about your products and services impresses you most?

What definitely IS part of your brand?

What about your brand is unique?

What is your brand definitely NOT?

Do you have a tagline?

If you could only share one thing with your target clients, either about you, your business, or even an observation about themselves, what would it be?