

BUILDING YOUR BRAND VOICE



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WHAT IS A BRAND VOICE?

It's the **tone and language** you use that wholly encapsulates everything you and your business are about.

Your brand voice is what you use across all communication with your customers. Whether it's your website, social media or emails – **you want a clear voice that's consistent across each area.**

Building a distinct brand voice will **set you apart from your competitors** and ensure you **attract the right customers for your business.**

How you want to sound is up to you – you've just to be sure it's:

- **Clear**
- **Consistent**
- **Builds connection**

A great brand voice will **speak to your customers' hearts, inspire and engage them.** And most importantly, **get them invested in you.**

Let's get started!

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01 ✨

WHAT ARE YOUR CORE VALUES?

Your values are at the heart of everything you do and how you do it. They'll help you **set your brand's tone** and ensure your messaging is consistent.

Not only that – they'll guide your customers on what to expect from you and what you might expect from them.



YOUR VALUES

Activity:

Pick 3-5 core values of your business and write them down:

1.

2.

3.

4.

5.

Example values: Integrity, loyalty, Innovative.

Tip:

Make sure the words you use here speak to **YOU**. Write a brief description of what you mean to help you define why these values are so important to you.

02 ✨

DEFINE YOUR IDEAL CLIENT

So you can speak to them in the right way, you've got to make sure you're explicitly clear on who your client is.

What makes them tick?
What turns them off?
What do they care about?

Not everyone out there is going to be the right client for you. Think about the kind of people you'd love to work with and why they'd want to work with you.

The more specific you are, the clearer your messaging will be.



YOUR CLIENT

Activity:

Think about each of the below for your ideal client and write them down.

Age range:

Gender:

Profession:

Salary:

Family status:

What are they passionate about:

What do they hate:

Why they need you/your service:

What kind of people they follow online:

Note:

This is NOT an exhaustive list, so keep adding to it the more you learn about your ideal customer. Once you've got your initial list, write down a well-rounded description about them - give them a name if that helps!

EXAMPLE

My Ideal Client

Age: 35-40

Profession: Health & Wellness Coach

Salary: £40K

Family status: Married, 2 children



What are they passionate about: Physical and mental wellbeing. Supporting other women in business.

What do they hate: Arrogance, fake people, dishonesty

Why do they need your service: They want to grow their business but need guidance on the logistics and strategy

What kind of people do they follow online: Holistic practitioners; Women in business; local community groups; fitness trainers; nutritionists; Healthy lifestyle blogs; Parenting accounts; Mindfulness & meditation accounts; Business coaches & consultants; Women in business network groups

About Sophia:

Sophia has a successful health and wellness business that helps female entrepreneurs live a happy and healthy life whilst under the stress of running their own business.

She's now at a point where she wants to scale her business but is unsure on the best approach. It's important to her that she doesn't compromise on her current client relationships that's she spent a lot of time building.

She spends her spare time swimming, practising yoga and values quality time with her family.

Sophia is empathetic and ambitious. She likes to be involved with her local community and often takes part in sporting fundraisers.

She's not an eco-warrior, but likes to live sustainably where she can and is conscious about the products she buys.

She's active on social media but dislikes the false narratives she sees on there. She appreciates compassion and honesty in people.

YOUR CLIENT & YOUR VOICE

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She's active on social media but dislikes the false narratives she sees on there. She appreciates compassion and honesty in people.

Activity:

We'll start bringing everything together on the next step, but before you move on, pick out the key parts of your client's profile that you think will influence your voice.

E.g. Sophia would appreciate:
Transparency, honesty, a strong female voice.

She'd hate: Pushy sales tactics, airbrushed content, too much formality.

My client would appreciate:

My client would hate:

03

HOW DO YOU WANT TO SOUND?



Now this is where you'll bring the previous 2 steps together.

Think about:

- 1. How do I want to come across?**
- 2. What will resonate with my ideal customer?**

STEP 1: YOUR TONE

Activity:

How do you want to come across? Do you want to be witty, informative, inspiring? Note it down here:

- 1.
- 2.
- 3.
- 4.
- 5.



STEP 2: YOUR LANGUAGE

Activity:

What kind of words or phrases do you use regularly?

Forget about the rules – **what feels natural to you?** Write down some of your keywords and phrases here:

1.

2.

3.

4.

5.

TIP:

if you're struggling with this, look at some of your personal social media pages or messages you've sent to friends.

Are there any regular words or phrases, or even emojis that pop up?

STEP 3: YOUR CUSTOMER'S TONE & LANGUAGE

Activity:

This is something you'll build on and develop over time but for now, get researching!

Look at any communications you've had with customers before, check out their social media pages, or think about real-time conversations you've had with them.

What keywords and phrases pop up? How do they sound? Write them down here:

1.

2.

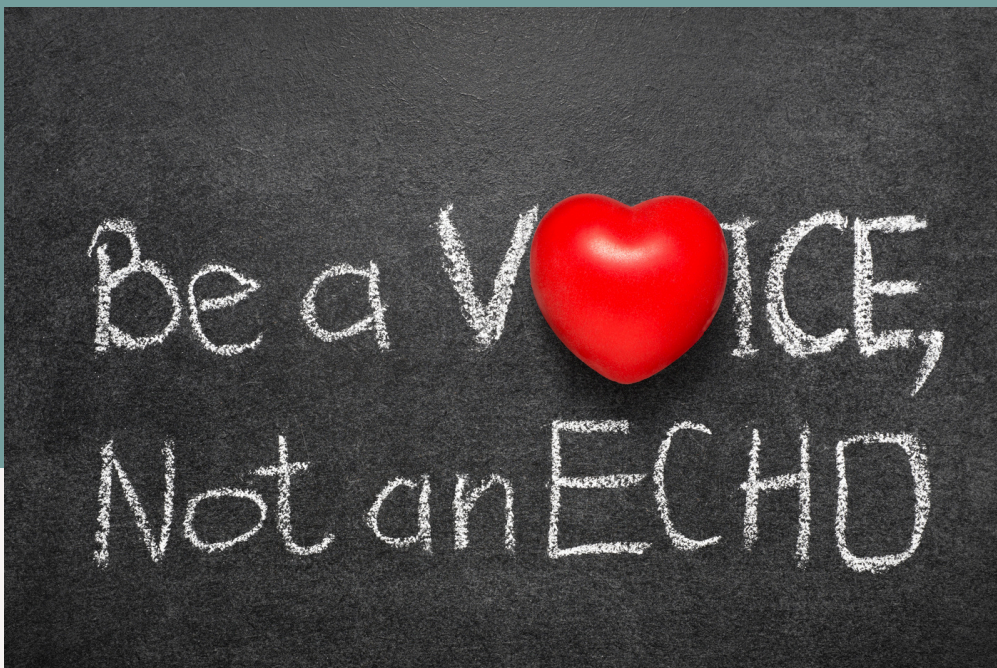
3.

4.

5.

04 ✨

APPLYING YOUR BRAND VOICE



Now you should have a brilliant basis for your brand voice – but you've got to make sure you apply it!

Time to think about:

Your voice characteristics

What your voice characteristics mean to you

How you can apply them to your content

EXAMPLE

Characteristic	What it means	How to apply it
QUIRKY	We don't do things by the book and we encourage everyone not to follow the status quo.	Be bold in our use of words a don't be afraid to push the rules. We're not about perfect grammar and perfectly formed sentences.
INSPIRING	We want to make our customers feel they can do anything and overcome their fears.	Use emotive language that will resonate with our customers. Tell our personal stories.
INCLUSIVE	We offer a safe space for everyone and want them to feel supported.	Make sure we use gender-inclusive language. We won't use jargon that new people might not understand. Use of short and clear messaging.

APPLY YOUR VOICE

Activity:

Now it's your turn. Using all the ideas and knowledge you've put together, start translating it into the table below.

If you work in a team then make sure you share it with everyone who'll be writing content for your business!

Characteristic	What it means	How to apply it

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**THIS IS JUST
THE START. . .**

Now you've got the basics down, get out there and start testing it out. When you write a piece of content, revisit this guide and make sure it's in line with what you've put down here.

Remember, **this is just the basis of starting to build relatable and real content.** You've got to **get yourself out there** and start communicating with your dream clients.

And **don't forget to:**

- **Tell your stories**
- **Be consistent**
- **Be unapologetically you**

Need more help with building your Brand Voice? Then take a look at my Brand Voice Builder service here: <https://www.copy-connects.com/brand-voice-builder>