

# Brand Voice Boost – Worksheet

Reference Tutorial: [Brand Voice: How the Right Tone of Voice Can Boost Your Business](#). By: Julia Melymbrose.

## 1. Go Back to Your Roots, A.K.A. [Your Brand Values](#)

Think about your brand's core values and what they mean to you in terms of doing business. In what kind of language could those values be portrayed in your brand's voice and tone? Come up with an array of adjectives for each value now so we can refine your final tone later.

Brand Core Value	Tone of Voice Adjectives
<b>Example:</b> <ul style="list-style-type: none"><li>• <i>Playfulness</i></li></ul>	<b>Examples:</b> <ul style="list-style-type: none"><li>• <i>Funny</i></li><li>• <i>Whimsical</i></li><li>• <i>Silly</i></li><li>• <i>Sarcastic or Self-sarcastic</i></li><li>• <i>Witty</i></li><li>• <i>Smarty-pants</i></li></ul>

## 2. Eavesdrop on Your Core Audience

After discovering the places where your core audiences hangs out online (or in real life!) and eavesdropping in the language and tone they use to communicate with one another, try to refine your tone of voice by pairing the adjectives for the above exercise with *and* or *but*.

### Examples:

- funny but not sarcastic
- witty but not smarty-pants
- funny and witty but not Silly

Where should you draw the line in your brand's tone of voice?

### 3. Consider Your Competition

What tone of voice does your competition use and how can you differentiate yourself to stand out in your industry? Audit the brand voices around you to see where you stand with your audience and select the adjective combination from above (or refine them even further) to help you stand out!

Competition's Tone of Voice	Your Tone of Voice
<b>Example:</b> <i>Serious and Uptight or Loud and obnoxious</i>	<b>Example:</b> <i>Informal but professional or witty but sophisticated</i>