CHARACTER

Who does your brand sound like?

Think of your target audience. What kind of relationship do you want to have with your customers? Do you want to be a friend, mentor, teacher, etc. If your brand was a person, what kind of person would it be?

Some example characteristics would be: Friendly, warm, authoritative, playful, professional, inspiring, casual, silly.

LANGUAGE

What types of words or phrases will you use?

One way to determine this is to look to your target audience and see what language they use when speaking to each other. For example, people generally use formal language when they are in an office environment and casual language when they are at home. So, if you were advertising to businesses you would most likely opt to use formal language. One way to find the language being used by your target audience is to search online. Go to Facebook, Twitter or Instagram and type certain words relating to your business into the search bar. For example, a yoga studio may search for words such as yoga, restorative yoga, yoga classes, bikram yoga, etc. Look at what language is being used in the search results.

Another way to determine your language is to imagine you are talking in person to a potential customer. What types of words or phrases would you use to explain your business?

Some examples of language would be: Simple, complex, savvy, jargon-filled, insider, serious, fun.

PURPOSE

What do you want to achieve?

Your brand voice can be used to communicate the purpose of your business. What do you hope to achieve? Think back to why you started this business in the first place, what change are you wanting to bring or problem/s are you trying to solve?

Some examples of purpose would be: Engage, delight, educate, inform, inspire, sell, entertain.

WHAT IS YOUR BRAND VOICE?

Some of us work better with visuals so we've provided the below diagram for you to map out your brand voice. If this is you, copy your answers from above into the diagram below. You could also print this out and place it near your workstation to help you stay consistent when communicating with your customers.

CHARACTER	LANGUAGE	PURPOSE