

# My Brand Voice

## Your brand voice helps to convey your vision, values and personality to your audience

Brand voice is how you portray the attitude, personality and values of your brand using words when addressing your target audience or others. It's uniformity and choice of the words you choose. A consistent brand voice and vocabulary is essential to position you as easily identifiable and an authority in your field.

Would someone viewing your content on different channels know it was the same brand? It's easy to end up with random, inconsistent voices and tones in content produced across your marketing. This is especially the case if you are using freelancers to help you create content or post on your social media or if you're not in the right mindset when creating your content.



*Gather a cross section of your content e.g. e-books, website, blogs and social posts. Do they sound consistent? Do they use similar words and phrases? Do they align with the personality you want associated with your brand? Do they portray your values? Print out the ones which you feel represent your brand using the voice you want to embody and create a montage for reference.*

**Create a list of word and phrases which you can refer to when creating your future content. Are they in-line with how you wish to be perceived by others?**