People have a style. They are energetic, gruff, emotional, or factual. Maybe funny. As you get to know somebody you learn what to expect, the consistency is what makes them comfortable to be around. Your business is the same way.

Defining your brand voice makes it easier to be consistent how you present your brand. It also makes it much more effective when working with content writers.

**Remove the sample Xs below. Place one X in each row that best represents how your company should be perceived. Put an X in the center column if it’s neutral or you don’t feel like the row pertains to your brand.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Brand Voice Scale | | | | | | | | | | |
| Characteristic | **Scale (middle column is neutral)** | | | | | | | | | **Characteristic** |
| Formal / Professional |  |  |  |  |  |  | x |  |  | Informal / Casual |
| Classic |  |  |  |  |  |  | x |  |  | Modern |
| Authoritative/No fluff |  |  |  |  |  |  |  | x |  | Friendly / Sincere |
| Abstract |  |  |  |  |  |  |  | x |  | Literal |
| Persuasive |  |  |  |  |  | x |  |  |  | Instructional / Analytical |
| Closing Oriented |  |  |  |  |  |  |  |  | x | Consultative |
| Relationships |  | x |  |  |  |  |  |  |  | Transactions |
| Humorous |  |  |  | x |  |  |  |  |  | Serious |
| Service Oriented | x |  |  |  |  |  |  |  |  | Low price |
| Enthusiastic/Passionate |  | x |  |  |  |  |  |  |  | Steady (nearly mundane) |
| Youthful |  | x |  |  |  |  |  |  |  | Mature |

To be even more helpful to writers, fill in this table with words and phrases that further define your brand voice. Going through an SEO keyword research process would well define words and phrases that can help you show up in web searches.

|  |  |  |  |
| --- | --- | --- | --- |
| Words or Phrases We Prefer | Other Words and Phrases We Like | Words and Phrases To Use Sparingly | Words and Phrases We Don’t Use |
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