



BRAND STORYTELLING

FIND YOUR VOICE

Your brand's voice and tone are key to creating messaging that truly resonates with your audience. This worksheet helps you identify the way it should always sound, and the way it should never sound. This will help you establish a clear and consistent tone for all your messaging and storytelling; an essential tool for anyone writing or creating messages and stories about your brand.

Start by thinking about your brand's personality and values and identify words and phrases that align and describe how your voice should (and should not) sound. Remember, your brand's voice is what sets you apart and makes you unique. So let's find your voice and make sure your messaging is always on point.

WE SHOULD ALWAYS SOUND:

WE SHOULD NEVER SOUND:

WE CAN SOMETIMES SOUND: