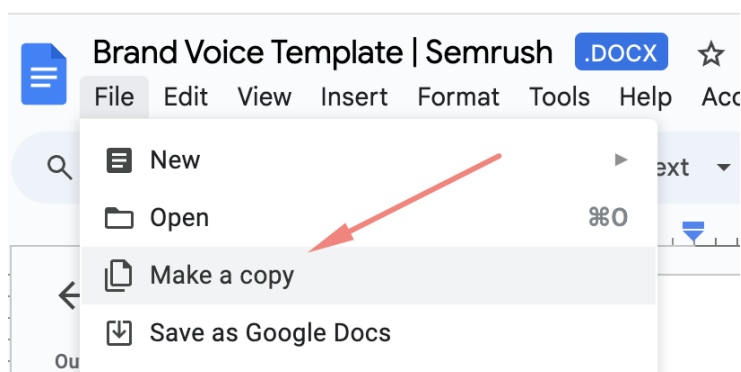


Brand Voice Template

Follow this workflow to define a brand voice relevant to your business and target audience.

Please make a copy of this document to edit the template.



Part #1: Document Your Company's Background & Mission

Figure out your company's mission statement. These questions can help:

What's the primary purpose of your company?
What primary problem were you trying to solve?
What did you aim to change in your customers' lives?

How do you intend to make people's lives better?

Part #2: Research Your Target Audience

Get to know your audience closely and learn more about who you're speaking to.

Who is your target audience?	
What are their preferences?	
How do they resonate with your brand?	
What challenges do they face?	
How can your brand address these challenges?	
How can your brand address these challenges?	

Part #3: Analyze Your Current Voice

Take a closer look at your existing voice. Analyze different marketing assets, such as landing page copy, blog posts, ad copy, and social media posts.

Use tools like Google Analytics to check traffic and conversions on each page. Summarize your findings below.

Create content that always sounds like your brand. [Try ContentShake AI for free!](#)

Top performing assets	The tone and voice
<i>Add a link</i>	<i>Describe the tone and voice in this asset (e.g., this article had a more conversational and playful tone)</i>

Part #4: Define Your Brand Personality

Ask these questions to define your brand's personality:

What are our values?
What's our story?
How do we want our brand to be perceived? Do we want it to be seen as premium and luxurious? Playful and fun? Perhaps empowering and motivational?
What kind of relationship do you want to build with your customers?

What feelings should your brand evoke?

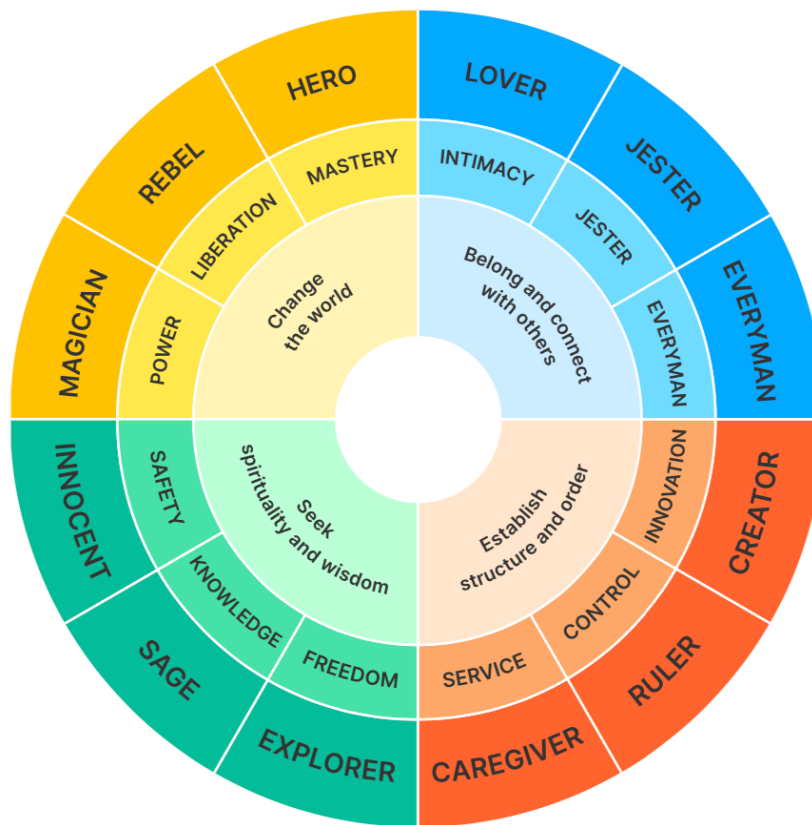
Based on that, list down your key personality traits:

Key trait #1	Corresponding brand values
Key trait #2	Corresponding brand values
Key trait #3	Corresponding brand values
Key trait #4	Corresponding brand values
Key trait #5	Corresponding brand values

Part #5 Define Your Brand Voice

Based on all of the above data points, define your brand voice.

Evaluate these [12 brand archetypes](#) to pick the most relevant one for you.



Pick the traits that best align with how you want your audience to perceive your brand.

Based on this, create a voice chart. A voice chart is a document that comprises the key attributes of your brand voice.

An Example of a Brand Voice Chart

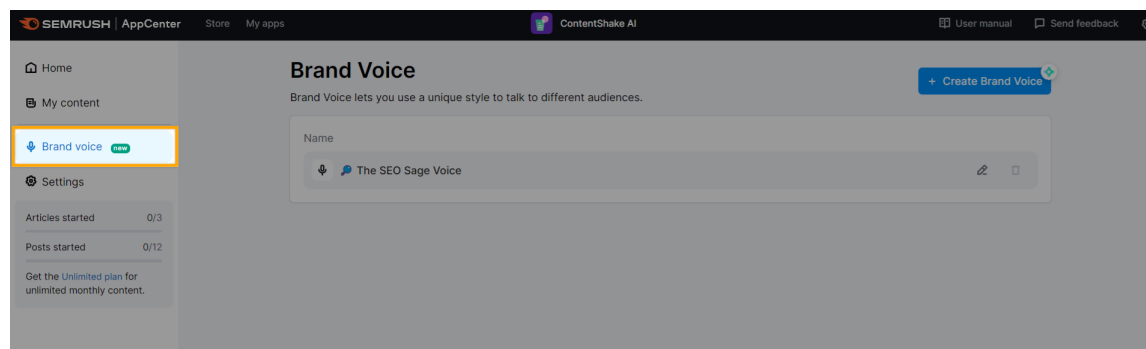


Voice characteristic	Description	+ Do	- Don't
 Passionate	We're passionate about changing the way the world works	Use strong verbs, Be champions for (industry), Be cheerleaders	Be lukewarm, wishy-washy, Use passive voice
 Quirky	We're not afraid to challenge the status quo and be ourselves	Use unexpected examples, Take the contrarian viewpoint, Express yourself	Use too much slang or too many obscure references, Use jargon, overplay examples, Lose sight of the audience and core message
 Irreverent (secondary characteristic of quirky)	We take our product seriously; we don't take ourselves too seriously	Be playful, Use colorful illustrations or examples	Be too casual, Use too many obscure, pop culture examples
 Authentic	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product	Be honest and direct, Own any issues or mistakes, and show how you will address them, Stick to your word	Use marketing jargon or superlatives, Overpromise, Oversell the product's capabilities

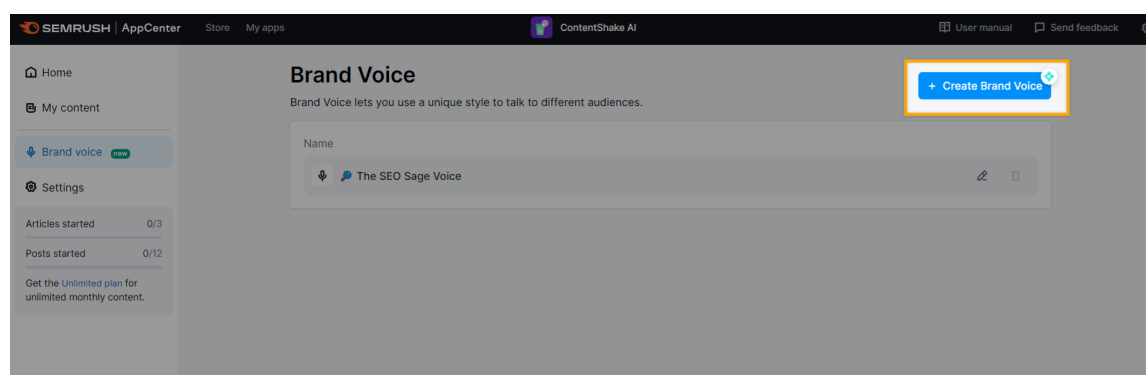
The voice chart			
Voice characteristic	Description	✓ Do	✗ Don't

A faster alternative: Use ContentShake AI

Head to [ContentShake AI](#) and go to "Brand Voice."



Then, click **"Create Brand Voice"** to design a new voice document.



Add a content sample that best reflects your current brand voice. Ideally, you'll want to give a 1000-word sample to get the best results. It's also a good idea to integrate elements from your "About us" webpage.

Create content that always sounds like your brand. [Try ContentShake AI for free!](#)

Then, click **"Create Brand Voice"** one more time.

Create Brand Voice

Use your unique tone and style to communicate and connect with your audience.

Add content that sounds like you 961/2,000

Cats are our thing

That's why we're working to make life with cats even more awesome through something we call whole cat care. We consider everything about a cat's body and mind in order to create solutions that improve the quality of their life and therefore, your co-existence. That might sound lofty for a cat company, but we are here to raise your expectations of what a cat company can be.

Our Story

It all started when a dreamer cat met a business cat. Lambert, our co-founder and longtime foster dad, was fostering kittens when he wondered:

"Why is all of the cat stuff stuffed in the back of the pet store? Are cat beds and bowls even designed for cats?"

- Typically, the most suitable text for analysis is either from your About page or your homepage
- Use a blog post you wrote and like, or one you think is well-written
- For best results, stick to 200-1,000 words

Create Brand Voice

Voilà!

With this information, ContentShake AI will summarize your brand voice with a detailed paragraph and specify your tone and readability level.

From:

Describe whose voice this is and how it might sound.

Who are you?



The Cat Nutrition Expert

You are a passionate advocate for feline wellness, with a deep understanding of the importance of nutrition in maintaining the health and happiness of cats. Your writing style is engaging and playful, reflecting your love for cats and your commitment to making feline nutrition fun and accessible. Your expertise in the field is evident in your detailed knowledge of organic, ethically-sourced ingredients and your ability to create innovative recipes that cater to the unique dietary needs of cats. You also demonstrate a strong commitment to sustainability and convenience, as evidenced by your focus on eco-friendly packaging and subscription services. Your passion, expertise, and innovative approach make you a trusted source of information and guidance for cat owners seeking to improve their pets' nutrition and overall wellness.

How do you share your message?

Tone ⓘ

Somewhat casual

Readability ⓘ

8th or 9th grade

Create content that always sounds like your brand. [Try ContentShake AI for free!](#)



From now on, every piece of content generated by ContentShake AI will be adjusted to your target voice and tone.

Voice Samples

Make sure your voice truly suits you and reflects who you are.

 Regenerate

In your Brand Voice

Mia Catlady and Felix Pawsome launched Whisker Wellness in 2020, with a mission to transform cat nutrition using organic, ethically-sourced ingredients. Their product line, designed for cat health and human convenience, includes top-quality proteins, superfoods packed with nutrients, and zero artificial ingredients. Whisker Wellness also offers a subscription service and uses eco-friendly packaging. Their team, made up of cat...



To:



Without your Brand Voice

Whisker Wellness, established in 2020 by Mia Catlady and Felix Pawsome, aspires to transform the landscape of feline nutrition through the utilization of organic, ethically-procured ingredients. The enterprise presents an array of offerings that cater to both feline wellbeing and human practicality, encompassing high-quality proteins, nutrient-dense superfoods, and a complete absence of artificial constituents. In addition, Whisker Wellnes...



To:



Part #6: Create a Communication Document

List down what's allowed and what's not to keep everyone on the same page:

We sound like...	We don't sound like...
Guideline + example	Guideline + example
Guideline + example	Guideline + example
Guideline + example	Guideline + example

Step #6: Word Choice Guidelines

Add a list of words that should and shouldn't be used.

Words that repel/deter customers:

Create content that always sounds like your brand. [Try ContentShake AI for free!](#)

Alternatives to use for common terms: