

How to create a Brand Voice Knowledge File for your Business

Brand Voice Knowledge File Template

1. Company Overview

Provide a brief introduction to your brand, its mission, and what it stands for.

- **Brand Name:** [Insert your brand name]
- **Founding Year:** [Year]
- **Industry:** [E.g., AI automation, e-commerce, consulting]
- **Mission Statement:** [E.g., "Empowering small businesses with AI-driven marketing solutions."]
- **Vision:** [E.g., "To make automation accessible and efficient for every business."]
- **Unique Value Proposition:** [What makes your brand different?]
- **Target Audience:** [Who are your primary customers?]

2. Brand Voice & Personality

Define the voice and tone that represents your brand.

- **Tone:** [E.g., conversational, formal, friendly, informative]
- **Values:** [E.g., clarity, expertise, humor, empathy, efficiency]
- **Writing Style:** [E.g., direct, structured, storytelling-based]
- **Emotional Impact:** Content should make readers feel [e.g., inspired, reassured, empowered].

3. Writing Guidelines

To ensure consistency, follow these rules:

- **Sentence Structure:** [E.g., short and punchy vs. long and detailed]
- **Formality Level:** [E.g., casual, semi-formal, professional]
- **Use of Jargon:** [E.g., avoid technical terms unless necessary, keep it accessible]
- **Storytelling Approach:** [E.g., personal anecdotes, case studies, analogies]
- **SEO Optimization:** [E.g., keyword-rich but natural, clear headings]

4. Formatting Guidelines

- **Paragraph Length:** [E.g., short (1-3 sentences) or more detailed]
- **Headings/Subheadings:** [E.g., H1, H2, bullet points, numbered lists]
- **Use of Images/GIFs:** [E.g., optional, recommended, avoid]
- **Call to Action (CTA):** [E.g., encourage engagement, drive conversions]

5. Do's & Don'ts

✓ Do:

- Use [E.g., simple, clear language]
- Maintain [E.g., a warm and professional tone]
- Add [E.g., real-world examples or relatable metaphors]
- Structure content for [E.g., easy readability and SEO]

✗ Don't:

- Use [E.g., excessive jargon, complicated words]
- Be [E.g., overly promotional or robotic]
- Write [E.g., long paragraphs without breaks]

6. Brand Voice in Action

Provide examples of how your brand voice should and shouldn't be used.

✓ Good Examples:

1. Example 1:

- *"We make automation simple. Our AI-driven tools help small businesses scale faster—without the technical headaches."* (Clear, friendly, and benefit-driven)

2. Example 2:

- *"Struggling to keep up with client emails? AI can handle it for you, so you can focus on growing your business. Here's how 📌"* (Conversational, engaging, and solution-focused)

3. Example 3:

- *"Hey [First Name], We know how frustrating it is to spend hours on repetitive tasks. That's why we built [Product]—so you don't have to. Try it free today!"* (Personalized, direct, and persuasive)

✗ Bad Examples:

1. Example 1:

- *"Our AI-powered automation solutions leverage machine learning to optimize efficiency and scale operations."* (Too technical and robotic)

2. **Example 2:**

- *“Want to optimize your workflows with cutting-edge AI solutions? Contact us today!”* (Too vague, no engagement)

3. **Email Newsletter:**

- *“Dear Valued Customer, Our AI solution ensures maximum productivity for all users. Click here for more details.”* (Too impersonal and salesy)

How to Make AI Generate This Brand Voice Document for You

Step 1: Gather Your Content

Find a piece of content you've already written that best reflects your brand voice. This could be:

- A blog post
- A social media post
- A website page
- An email newsletter

Choose something that **fully represents your brand's personality and tone.**

Step 2: Use This AI Prompt

Copy and paste the following prompt into your AI tool (ChatGPT, Claude, Gemini, etc.):

 AI Prompt:

I want you to analyze my writing style and extract key elements of my brand voice. Below is a piece of content I have written. Based on this, generate a structured Brand Voice Knowledge File using the template provided afterward. Keep it concise and aligned with my style. Here is the content:

[Insert your content here]

Now, generate a brand voice document using the following structure:*

1. Company Overview

(Provide details about my brand based on the content.)

2. Brand Voice & Personality

(Identify my tone, values, and writing style.)

3. Writing Guidelines

(Describe sentence structure, formality level, and any specific stylistic choices.)

4. Formatting Guidelines

(Define paragraph length, heading use, and CTA preferences.)

5. Do's & Don'ts

(List what should and shouldn't be done to maintain consistency.)

6. Brand Voice in Action

(Create examples of good and bad content based on my style.)

Make sure the output is detailed and structured. If anything is unclear from my content, make an educated guess.

Step 3: Review & Edit

- Read through the AI-generated document.
- Adjust any sections that don't fully match your brand's identity.
- Add or refine examples in the **Brand Voice in Action** section.

Step 4: Save & Use It

- Store the document in a shared folder or brand guideline document.
- Use it whenever you or a team member need to create content.
- Update it as your brand evolves!