

Lakeside Cafe & Market — Brand Voice Examples (Fictional Sample)

Use these as “past posts” examples to help ChatGPT match tone.

Voice snapshot

- Warm, local, straightforward. Short sentences. Friendly but not overly cute.
- Focus on what’s useful: what it is, when it’s available, how to get it.
- Avoid: “best ever”, excessive emojis, or pressure-y language.

Instagram post examples

New seasonal drink:

Spring special is here: the Honey Lavender Latte.
Bright, floral, not too sweet.
Available all week 7–3.
Order ahead for pickup or swing by on your walk.

Lunch reminder:

Quick lunch idea: Turkey Pesto Sandwich + side salad.
Made fresh from 11–2:30.
Perfect for a park break or a desk lunch.
Order pickup in advance if you’re short on time.

Community note:

Rainy day = warm pastry day.
We’ve got gluten-free options and plenty of hot tea.
Come in, get cozy, and say hi.

Short email example

Subject: A small spring treat (and a thank you)

Hi neighbors,

To kick off spring, we’re running a small thank-you offer this week: buy any drink, get 20% off one pastry.
Valid Mon–Fri, 7–11 AM.

See you soon,
Lakeside Cafe & Market

SMS example

Spring treat this week: buy any drink, get 20% off one pastry (Mon–Fri 7–11 AM). See you at Lakeside. Reply STOP to opt out.