

# Expressing Your Brand Voice

How to Ensure Your Content Reflects the  
Personality of Your Brand



**Course Book**

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# Introduction – The Benefits of Developing a Unique Voice for Your Brand

Your "brand voice" is how you, as a business owner or entrepreneur, express your business personality in your writing style, language, and tone. It is the distinct persona or identity of your brand that shines through in the words and phrases you use, and which allows you to stand out from other brands. If your brand voice is distinct enough, your followers should be able to recognize you in your writing even if there was no name or logo on it.

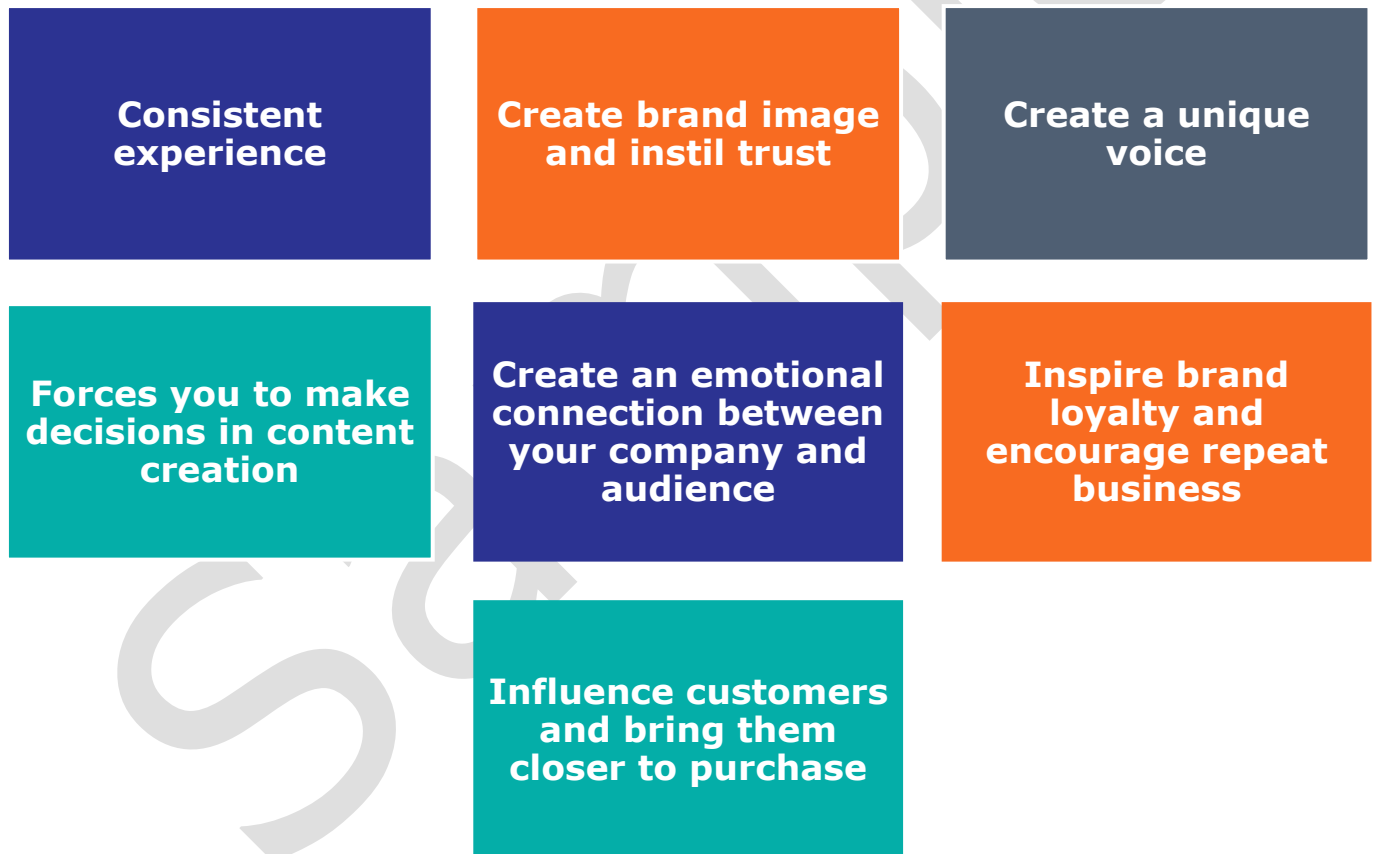
The simple definition of brand voice is: The style of your writing and tone of your communications. It is a consistent voice that tells your audience who you are. It conveys your business identity and sets you apart from other businesses, no matter what market you're in.

The voice of your brand is determined largely by the words you use and the sentences that you write. Your words create a consistent persona in the minds of your audience. This is true whether or not you consciously take control of this tone and purposefully decide what it will be.

A good example is the brand voice of the University of Denver, which uses strong and powerful language, with plenty of action verbs and emotional word choices. Instead of saying something like, "We prevented detrimental legislation," it might say, "We fended off a new law that would decimate private rights." Its catalog might discuss a class "delving into 18<sup>th</sup> century literature." The verbs "fend," "decimate," and "delve" are chosen because of the physical actions they call to mind.

## The Benefits of Creating and Maintaining a Brand Voice

You can just write what you feel and there's at least some chance that it will create a consistent voice. But there are several reasons that it's beneficial to a business to purposefully determine and guide this voice.



First, it offers a consistent experience across all of your business touch points with the customer. This is essential in creating a brand image. It lets your audience know who you are and instills trust. Consistency is what builds your brand personality. It is the factor that creates the image in your audience's mind that your brand is business-like or fun, sporty or scientific, bright or soothing.

Purposefully creating a brand voice helps you cut through the noise of other companies. You can create a voice that is unique to your company. You can find similarities in the brands of your competitors and discover a way to set your voice apart.

As a business owner, your unique brand voice forces you to make decisions at every step in your content creation that result in more interesting content that is easily recognizable as yours.

Your brand voice creates an emotional connection between your business and your audience that is established through your words. It helps you to maintain this connection through any written content you produce. And this emotional connection inspires brand loyalty and encourages repeat business.

Finally, your brand voice can influence your customers and bring them closer to making a purchase, especially when they're already familiar and comfortable with the unique voice they've come to know as you've developed a relationship.

## Examples of Brand Voice

Brand voice works in all areas of your marketing and interaction with clients. You see it on marketing content such as your website, social media, email campaigns, your product packaging, your public and online events, and your direct interactions with customers.

Here are some examples where you can see brand voice in action:

[Moosejaw](#) is an online retailer that sells outdoor apparel and related goods. What makes the brand unique is the humorous tone of voice that runs through all of its content. For example:

- A promotion for a discount offered through its email list says, "DUH. We totally screwed up that email sign up thing. Use code xxx to get 15% off basically everything."
- Its contact form shows a cute laughing child and says "Questions? Chat with the smartest person at Moosejaw."
- A sign on the back of its truck reads, "Driver carries less than \$50 cash and is fully naked."

The [Iceland Wants to Be Your Friend](#) campaign is promoting travel to Iceland. Its brand voice speaks as the country itself and uses quaint low-tech words and other phrases to seem like a slightly backward but charming country. It says things like, "My name is Iceland. I am an island, full of mountains and glaciers, and hot water and sheep and many nice Icelandic people." It calls on the reader to click and find out more information by saying, "I stay put in the middle of the ocean, but here are my Inter-nets for you to klikk with your mouse or your finger."

Beer brand Newcastle Brown Ale created a unique brand voice based on honesty and calling out the dishonesty and tricks used in usual beer advertising. This voice is used consistently across all of its content and advertisements. In addition to using language that is genuine and personal, it also created ads lampooning other beer companies' ads with its [If We Made It](#) campaign.

Many brands base their voice on social change. Car-sharing [Zipcar's](#) content focuses on creating a society that's kinder to the environment by having fewer cars. Libertine is a brand that uses the values of the women's movement to sell its products. It says things like, "redefine the women's media landscape by celebrating inner life over outer appearance."

## Keeping Your Brand Voice Consistent

Once you have defined your brand voice, you should create a chart or guidelines that spell out exactly how it looks in your content. This will be a guide that ensures all of your written materials and visuals, including print, posters, logos, displays, people, and packaging, are consistent and have the same voice.

This will be a critical tool for training new team members and outsourcers. It puts into place a set of rules for you and your employees to follow which will guarantee consistent results.

Keep in mind that your brand voice is not a logo or a tagline. It's your brand personality. Your brand voice isn't what you say, but rather how you say it. To illustrate, here is an example:

**Formal:** "Would you please pass me the salt when you have a moment?"

**Casual:** "Can I get some of that salt?"

Can you see how the more casual phrase conveys a certain personality? This is what you should be aiming for with your brand voice.

**ATTENTION:**

This is only an excerpt from our full course **Expressing Your Brand Voice**. The full, customizable course contains 3 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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