

# 7 exercises to develop your brand voice



Frontify

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This is a basic checklist to help you start documenting your brand voice. If your collaborators have already read the [article](#) explaining the different steps in better detail, that'll help clear some questions up. It might also be beneficial for people new to branding as a whole to read up about the idea of a brand voice in general. We recommend involving as many people as possible, but ideally in smaller groups to make sure everyone's heard.

Once you've gone through the different steps with your team(s), you should all have a better idea of what your voice looks like, at which point you can start tweaking the details and making it uniquely yours. So, let's get started, shall we?

## Exercise one

# Existing content review

Collect a sample of the marketing content your company produces across different departments. Below are examples, please add your own or ignore irrelevant ones.

### Marketing

- Articles
- Podcasts
- Social media posts
- Newsletters

### Other

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### Sales

- Sales deck
- Sales enablement materials

### Other

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### Support

- Knowledge base
- FAQs
- Ticket responses

### Other

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### Content from the leadership team

- Press releases
- Company-wide memos

### Other

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Write down common traits across the content produced by each team.

## Exercise two

# This or that

The goal of this exercise is to choose between two opposite traits, so you can define your brand voice. Mark the spot where you feel like your voice fits in, left to right.

Personable and friendly	_____	Corporate and professional
Spontaneous & high energy	_____	Careful thinking and planning
Modern and high tech	_____	Classic and traditional
Cutting-edge	_____	Established
Fun	_____	Serious
Accessible to all	_____	Exclusive
Formal	_____	Informal
Peer	_____	Authority figure
Friend	_____	Colleague
Chatty	_____	Matter of fact

Next, add your own relevant paired attributes to focus your brand voice.

_____	_____
_____	_____
_____	_____
_____	_____

## Exercise three

# This, but not that

Once you've gone through the "This or that" exercise, the next step is to refine the trait you chose for your brand with a trait that doesn't align with your brand voice.

Write down the definition of your brand trait

List synonyms for that trait from a thesaurus

Cross out the words that don't align with your brand

## Exercise four

# Describe your brand's voice as a person

With this exercise, you'll humanize your brand voice by imagining it as a real-life person. It's easy to start by imagining it as a celebrity at first. After that, try getting into the details.

Imagine who your brand voice would be if it was a celebrity. Why?

Imagine the human traits of your brand voice

How do they speak?

What are their passions?

How do they dress?

What are their personality traits?

What are their quirks?

## Exercise five

# Describe the opposite of your brand voice

Sometimes, an easier way to define your brand voice is to identify precisely what your brand is NOT about. This helps paint a better picture.

Create a long list of common brand characteristics.

### To do this:

- Look at your brand personality spectrum, write it down briefly here.

- Brainstorm ideas for brand characteristics

- Analyze your competitors and write down their brand characteristics

Within your list, disregard any characteristics that don't align with your brand. Get more specific about what your brand voice ISN'T about.

## Exercise six

# Develop a brand-style checklist

Put together a list of communication elements that align with your company's brand voice:

**First-person:** As part of your content marketing strategy, should employees use "I/we recommend" or refer to the company directly, such as "Frontify recommends"?

I     We

**Humor:** What style of humor does your brand voice use?

**Jargon:** What jargon do you often use in your content?

**Yes and no words:** What words should employees use or not use as part of your marketing content

Use

Don't use



## Exercise seven

# Customer expectations match-up

Your brand's content must focus on building rapport with customers by using the same communication tone that customers use.

### Here's how to do it:

Listen to live or recorded sales calls from customers. What can you learn?

Review your customers' posts on LinkedIn. What can you learn?

Identify the common words and phrases that your customers use. What can you learn?

## So, now what?

You might already have a general idea of what this voice of yours might look like. That means it's a perfect time to start documenting it. Remember: It doesn't have to be 100% ready for you to start putting some words and thoughts together. Brands and their voices develop over time, but getting started is crucial.

You can sketch it all out in a normal cloud document (that you can share with your teams), or use dedicated brand collaboration software like Frontify. If you're looking to learn more about what should be covered in brand voice guidelines, check out this article.

