

Brand Voice Worksheet

Brand: _____ Date: _____

STEP 1

Three adjectives, each with a boundary

Pick words you would want a customer to use about you. Then write what the word does *not* give you permission to do.

We are _____

but not _____

We are _____

but not _____

We are _____

but not _____

STEP 2

Words we use, words we never use

Include the industry vocabulary you refuse to adopt, and the phrases that sound like everyone else in your category.

WE ALWAYS SAY

WE NEVER SAY

STEP 3

The three-line test

Write one real sentence for each. If two people write it differently, the voice is not agreed yet.

How we open an email to someone who has never heard of us: _____

How we apologise for our own mistake: _____

How we ask for money that is late: _____

STEP 4

Four tone dials

Voice stays fixed; these are the moments it flexes. Note what turns up and what turns off.

Explaining something complex: _____

Celebrating a customer win: _____

Fixing our mistake: _____

Declining a request: _____

Owner of the voice: _____

Review date: _____