



BRAND VOICE WORKSHEET

Define How Your Brand Sounds (Not Just How It Looks)

WHY BRAND VOICE MATTERS

Your visual brand (logo, colours, fonts) tells people what you look like.
Your brand voice tells people who you ARE.

Brand voice is:

- The words you choose (simple vs. sophisticated, casual vs. formal)
- The tone you use (warm vs. authoritative, playful vs. serious)
- The personality you project (friend, mentor, expert, cheerleader)

Without a defined brand voice, your messaging will feel:

- ✗ Inconsistent (sounds different every time you post)
- ✗ Generic (could be anyone's brand)
- ✗ Confusing (your audience doesn't know what to expect)

With a defined brand voice, your messaging will feel:

- ✓ Consistent (recognizable across all platforms)
- ✓ Authentic (sounds like YOU)
- ✓ Magnetic (attracts your ideal customer)

PART 1: BRAND VOICE ATTRIBUTES

Choose where your brand falls on each spectrum.

(There's no right or wrong—just what fits YOUR brand and audience)

1. TONE

Formal ←————→ **Casual**

- **Formal:** Professional language, proper grammar, industry terminology
Example: "We provide comprehensive solutions for..."
- **Casual:** Conversational language, contractions, everyday words
Example: "We help you figure out..."

Where does your brand fall?

- ☐ Very Formal
- ☐ Mostly Formal
- ☐ Balanced

- ☐ Mostly Casual
- ☐ Very Casual

2. PERSONALITY

Serious ←————→ **Playful**

- **Serious:** Straightforward, focused, no-nonsense
Example: "Here's what you need to know."
- **Playful:** Lighthearted, fun, uses humour or emojis
Example: "Let's dive in! 🌈"

Where does your brand fall?

- ☐ Very Serious
- ☐ Mostly Serious
- ☐ Balanced
- ☐ Mostly Playful
- ☐ Very Playful

3. ENERGY

Calm ←————→ **Energetic**

- **Calm:** Soothing, measured, thoughtful
Example: "Take a deep breath. Let's walk through this together."
- **Energetic:** Enthusiastic, bold, action-oriented
Example: "Let's DO this! Time to take action!"

Where does your brand fall?

- ☐ Very Calm
- ☐ Mostly Calm
- ☐ Balanced
- ☐ Mostly Energetic
- ☐ Very Energetic

4. APPROACH

Empathetic ←————→ **Direct**

- **Empathetic:** Understanding, supportive, "I see you"
Example: "I know this feels overwhelming. You're not alone."
- **Direct:** Straightforward, no fluff, "here's the truth"
Example: "Stop overthinking. Here's what to do."

Where does your brand fall?

- ☐ Very Empathetic
- ☐ Mostly Empathetic
- ☐ Balanced

- ☐ Mostly Direct
- ☐ Very Direct

5. AUTHORITY

Relatable ←————→ Expert

- Relatable: "I'm just like you," shares struggles, peer-to-peer
Example: "I've been there. Here's what worked for me."
- Expert: "I'm the authority," proven results, teacher-to-student
Example: "After 15 years in this industry, here's what I know."

Where does your brand fall?

- ☐ Very Relatable
- ☐ Mostly Relatable
- ☐ Balanced
- ☐ Mostly Expert
- ☐ Very Expert

6. LANGUAGE STYLE

Simple ←————→ Sophisticated

- Simple: Short sentences, everyday words, easy to understand
Example: "You need a plan. Let's make one."
- Sophisticated: Longer sentences, elevated vocabulary, nuanced
Example: "Strategic planning is the cornerstone of sustainable growth."

Where does your brand fall?

- ☐ Very Simple
- ☐ Mostly Simple
- ☐ Balanced
- ☐ Mostly Sophisticated
- ☐ Very Sophisticated

PART 2: BRAND VOICE MAD LIBS

Complete this sentence to define your brand voice in one line:

"My brand sounds _____ (adjective), _____ (adjective), and _____ (adjective)—like a _____ (person/role) who _____ (action/behavior)."

EXAMPLES:

Example 1: Wellness Coach

"My brand sounds warm, grounding, and encouraging—like a yoga instructor who helps you breathe through the hard stuff and reminds you that you're stronger than you think."

Example 2: Business Coach

"My brand sounds strategic, confident, and no-BS—like a business mentor who cuts through the fluff and gives you the exact steps to take."

Example 3: Financial Advisor

"My brand sounds trustworthy, clear, and approachable—like a smart friend who explains money without jargon and makes you feel empowered, not intimidated."

Example 4: Wedding Planner

"My brand sounds warm, organized, and celebratory—like a best friend who handles all the stressful details so you can actually enjoy your wedding day."

Example 5: Fitness Trainer

"My brand sounds bold, motivating, and real—like a personal trainer who pushes you to your limits but always has your back."

Example 6: Therapist/Counselor

"My brand sounds compassionate, safe, and insightful—like a trusted guide who listens without judgment and helps you see patterns you didn't notice before."

Example 7: Graphic Designer

"My brand sounds creative, polished, and collaborative—like a design partner who translates your vision into something beautiful and strategic."

Example 8: Real Estate Agent

"My brand sounds knowledgeable, personable, and proactive—like a local expert who knows the market inside-out and fights for your best deal."

NOW IT'S YOUR TURN:

"My brand sounds _____, _____, and _____—like a _____ who _____."

PART 3: BRAND VOICE IN ACTION

Write 3 sample Instagram captions in your brand voice.

(Choose a topic relevant to your business)

TOPIC IDEAS:

- Introducing yourself
- Sharing a tip or lesson
- Announcing a new offer
- Responding to a common objection
- Celebrating a client win
- Sharing your "why"

CAPTION 1:

Topic: _____

Caption: _____

CAPTION 2:

Topic: _____

Caption: _____

CAPTION 3:

Topic: _____

Caption: _____

PART 4: BRAND VOICE DO'S & DON'TS

What words/phrases SHOULD you use?
(Words that feel authentic to your brand)

Examples:

- ☒ "Let's do this"
- ☒ "You've got this"
- ☒ "Here's the truth"
- ☒ "Real talk"

Your DO's:

What words/phrases should you AVOID?
(Words that feel inauthentic, overused, or off-brand)

Examples:

- ☒ "Synergy"
- ☒ "Crushing it"
- ☒ "Guru"
- ☒ "Hack"

Your DON'Ts:

PART 5: BRAND VOICE CONSISTENCY CHECK

Test your brand voice by rewriting the same message in 3 different tones.

MESSAGE:

"I'm excited to announce my new coaching program!"

VERSION 1: Formal/Professional

"I'm pleased to announce the launch of my new coaching program, designed to help professionals achieve their goals."

VERSION 2: Casual/Friendly

"Guess what?! My new coaching program is officially here, and I can't WAIT to help you reach your goals!"

VERSION 3: Direct/No-BS

"New coaching program. Limited spots. If you're serious about results, let's talk."

Which version sounds most like YOUR brand?

- ☐ Version 1
- ☐ Version 2
- ☐ Version 3
- ☐ A mix of: _____

Now rewrite the message in YOUR brand voice:

PART 6: AUDIENCE VALIDATION

Show your 3 sample captions (from Part 3) to 5 people in your target audience.

Ask them:

1. "Does this sound like a brand you'd trust?"
2. "What personality traits come through in this writing?"
3. "Would you keep reading if you saw this in your feed?"

FEEDBACK SUMMARY:

Person 1:

Person 2:

Person 3:

Person 4:

Person 5:

Common themes in feedback:

Adjustments to make:

PART 7: BRAND VOICE REFERENCE SHEET

Fill this out and keep it handy whenever you create content.

MY BRAND VOICE IS:

3 Adjectives:

1. _____
2. _____
3. _____

Brand Voice Statement:

"My brand sounds like a _____ who _____."

tone guidelines:

Attribute	Our Brand Is...
Formal vs. Casual	<input type="checkbox"/> Formal <input type="checkbox"/> Casual <input type="checkbox"/> Mix
Serious vs. Playful	<input type="checkbox"/> Serious <input type="checkbox"/> Playful <input type="checkbox"/> Mix
Calm vs. Energetic	<input type="checkbox"/> Calm <input type="checkbox"/> Energetic <input type="checkbox"/> Mix
Empathetic vs. Direct	<input type="checkbox"/> Empathetic <input type="checkbox"/> Direct <input type="checkbox"/> Mix
Relatable vs. Expert	<input type="checkbox"/> Relatable <input type="checkbox"/> Expert <input type="checkbox"/> Mix
Simple vs. Sophisticated	<input type="checkbox"/> Simple <input type="checkbox"/> Sophisticated <input type="checkbox"/> Mix

LANGUAGE GUIDELINES:

We DO say:

We DON'T say:

SENTENCE STRUCTURE:

Average sentence length: ☐ Short (5-10 words) ☐ Medium (10-20 words) ☐ Long (20+ words)

Paragraph length: ☐ 1-2 sentences ☐ 3-5 sentences ☐ 6+ sentences

Use of contractions: ☐ Always ☐ Sometimes ☐ Rarely

Use of emojis: ☐ Frequently ☐ Occasionally ☐ Never

Use of exclamation points: ☐ Frequently ☐ Occasionally ☐ Rarely

PUNCTUATION & FORMATTING:

We use:

- ☐ Em dashes (—) for emphasis
- ☐ Ellipses (...) for pauses
- ☐ ALL CAPS for emphasis
- ☐ Bold for key points
- ☐ *Italics* for nuance
- ☐ Bullet points for clarity
- ☐ Line breaks for readability

PART 8: BRAND VOICE EXAMPLES (REAL CONTENT)

Collect 5-10 examples of content that NAILS your brand voice.
(Your own posts, competitor posts, or brands you admire)

Paste or describe them here:

What do these examples have in common?

BRAND VOICE CHECKLIST

Before you publish ANY content, ask:

- ☐ Does this sound like MY brand (not someone else's)?
- ☐ Would my ideal client resonate with this tone?
- ☐ Is this consistent with my brand voice attributes?
- ☐ Would I actually SAY this out loud?
- ☐ Does this align with my values?
- ☐ Is this clear and easy to understand?




If you answered NO to any of these, revise before posting.



YOU'RE DONE!

Congratulations! You now have a defined brand voice.

Next steps:

1.  Save this worksheet in your Brand Folder
2.  Share your Brand Voice Reference Sheet (Part 7) with anyone who creates content for you (VA, copywriter, social media manager)
3.  Revisit this worksheet every 6 months to ensure your voice is still aligned with your brand evolution

Need help?

✉ Email: hercollected@gmail.com

📱 Instagram: @hercollected

🌐 Website: hercollected.com

© 2025 HER COLLECTED. All rights reserved.



THE ENTREPRENHER COLLECTIVE