

BRAND VOICE LESSONS

FOR BETTER COPY



EXERCISES TO
UNEARTH YOUR
BRAND VOICE



BRAND VOICE IS ONE OF THE MOST ESSENTIAL AND ELUSIVE ELEMENTS OF GOOD WRITING FOR YOUR BUSINESS OR BLOG.



It's the sweet spot between tone and content. The intersection of what you say and how you say it. It's your subject matter, perspective, word choice, and even the punctuation and capitalization you use.

In copywriting, your brand voice tells your audience what to expect from your company, your values and business personality beyond the visual cues of your logo and colour palette and pictures.

"Just Do It" isn't just a tagline; it's a distillation of Nike's voice. It's assertive, commanding, and action-oriented. It's concise—no poetic ramblings here.

Contrast that with the brand voice of Oatley, an oat milk company that I've got a copywriting crush on for its cheeky, cute, yet still intelligent vibe. I don't even buy oat milk, but I am now considering the switch from dairy because their voice is so clear and compelling.

This type of brilliant marketing isn't something just for the big guys. With a bit of creative thinking, you can create an equally strong voice for your business. Here are a few of my favourite exercises to get you warmed up and sounding off in your very best brand voice.



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1. LIST 3-5 ADJECTIVES

List 10 adjectives that describe your brand. Is your brand a little snarky? Direct? Confident? Relaxing? Quirky? Friendly? Calming?

WRITE DOWN AS MANY ADJECTIVES AS YOU CAN THINK OF:

NEXT, LET'S NARROW IT TO A SHORTLIST OF THE 3-5 MOST IMPORTANT.

1.

2.

3.

Which words were on both lists? These are the essential traits your writing should embody. Refer to this list when you write. Ask yourself: does my writing reflect these qualities?

If you're a company of 1, do this both for yourself and your business.

2. THREE GOOD BRANDS

List three brands whose voice and messaging you love. Look at their content and writing with an analytical eye: what is it about their style that is so appealing?

WRITE DOWN THREE BRANDS YOU LOVE AND WHY:

1.

2.

3.

Are there commonalities between them? And are you comfortable emulating them? Figure out how you can blend your story and style with elements of their work that you love.

3. THINGS TO AVOID

Identify who or what you don't want to sound like. Survey the websites and content of three such individuals or organizations. Notice themes, keywords, and trends within your industry.

MAKE A LIST OF SEVERAL OF THESE ELEMENTS YOU WANT TO AVOID, AND REFER TO IT WHEN YOU WRITE.

4. AUDIT YOUR CONTENT

What's working? Review some of your best work. What made it effective?

HOW DID VOICE AND TONE, WORD CHOICE, SENTENCE LENGTH AND STRUCTURE, AND EVEN PUNCTUATION PLAY A ROLE?

5. READER PROFILE

Who are you writing to?

INCLUDE THEIR AGE, GENDER, RACE, SOCIOECONOMIC STATUS, PERSONALITY, INTERESTS, JOB, SENSIBILITY, VALUES, AND WORLDVIEW.

Done? Good. This is the one person to whom you will write. Not your wife, your brother, your friends or your colleagues.

Write to your Ideal Reader—other readers will follow.

6. TALK TO YOUR AUDIENCE

Use references, vocabulary and situations to which your readers can relate.

YOUR IDEAL READER IS THE PROXY FOR THIS GROUP. THE MORE SPECIFIC THE DETAIL, THE BETTER.

7. WRITE WITHOUT EDITING

Write without editing yourself. Then leave it alone.

THE NEXT DAY, COME BACK TO IT WITH FRESH EYES. DOES IT FEEL LIKE YOUR BRAND? AND DO YOU LIKE IT?

If so, keep going! If not, go back to your brand adjectives list and audit and see what you can tweak to strengthen your voice.

8. READ YOUR WORK ALOUD

Does your writing sound like how you talk? Does it feel natural? If you find yourself stumbling over words, that may be time to change them.

YOUR VOICE SHOULD BE EFFORTLESS. IT SHOULD FEEL NATURAL. IT SHOULD FEEL JUST LIKE, WELL, YOU AND YOUR COMPANY.

DOES THIS STILL FEEL LIKE A LOT?

I got you. If you want a seasoned writer to step in with fresh eyes and refined copy chops, I can help in two ways.



I WRITE FOR YOU.

I craft crisp, compelling copy and content that's on-brand and on-target to build your audience and drive sales. I offer:

- Custom messaging brimming with integrity and personality. Your voice, your values.
- Strategic marketing and communications insights to maximize your copy investment.
- Collaboration with designers, photographers and filmmakers to bring your content to life.

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I COACH YOU.

Writing in a vacuum is hella hard, even for professionals. If you need to write for your biz, but you're not sure if what you're putting down is any good, stop the blank-page stare this instant.

I'm your copy wing-woman, offering editorial insights and customized feedback so you can draft and share with confidence. If you'd benefit from the editorial support, guidance and extra accountability that comes with a writing coach, let's chat about what it might be like to work together.

[BOOK SESSION](#)