BIZ, BRANDING & MAGIC WEEK 1

Brand Voice

BRAND BASICS

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Brand Voice

THIS WEEK IS ALL ABOUT WORDS!

Exercise 1 is a simple exercise meant to help you define your brand voice by getting clear on how you want to sound. *How will your brand sound?* Choose how you would like your brand voice to sound on each line. Example: Is your brand more personable &friendly, or is it more corporate & professional?

Personable and friendly	----|---------|---------|---------|---------|---	Corporate & professional
Spontaneous	----|---------|---------|---------|---------|---	Thinker and planner
Highly energetic	----|---------|---------|---------|---------|---	Calm and reserved
Modern /high tech	----|---------|---------|---------|---------|---	Classic and traditional
Leading edge & Fresh	----|---------|---------|---------|---------|---	Established
Fun	----|---------|---------|---------|---------|--	Serious
Affordable	----|---------|---------|---------|---------|---	Upscale
Uses Slang	----|---------|---------|---------|---------|---	Uses orthodox language
I swear!	----|---------|---------|---------|---------|---	I like clean language!

< CHOOSE WHICH SIDE -----|---------|---------|---------|---------|-- YOUR BRAND GOES ON >

What best describes your brand voice?

Choose your top 5 descriptor words

HONEST	MASCULINE	CHILL
URBAN	FEMININE	HIP
HEART-FELT	SLANG	COACHING
WISE	WORLDLY	IRREVERANT
GUIDING	ENERGETIC	ACADEMIC
MYSTERIOUS	HOPEFUL	QUIET
MYSTICAL	SARCASTIC	GENTLE
NATURAL	FUNNY	UNUSUAL
WARM	AGGRESSIVE	IRONIC
UNDERSTATED	BOLD	INNOCENT
CASUAL	LOUD	CHEEKY
SARCASTIC	INTELLIGENT	PLAYFUL
PLAYFUL	WITTY	PARTY STARTER
SEXY	WILD	SILLY
ELITE	EMPOWERING	SASSY
DEFIANT	INSPIRATIONAL	QUIPPY
EXCLUSIVE	FRIENDLY	IN-THE-KNOW
PROFESSIONAL	CLEVER	ENCOURAGING
COMFORTING	FUNNY	FLASHY
CANDID	FUN	APPROACHABLE