

## Define Your Brand Voice

How to set the tone for your branded copy.

Life is too short for resume speak and melba-toast-dry copywriting. Use this worksheet when you need to be reminded of who you really are and to set the mood when writing for your brand.

### What do we sound like?

Slide your own marker until the recipe feels just right.

FORMAL		CHATTY
DETACHED		WARM
PROFESSIONAL		WACKY
SERIOUS		HUMOROUS
LAID BACK		LIVELY
SUCCINCT		VERBOSE

### Channel your inner [spokesperson].

Money is no object; you have a gazillion dollars to hire a celebrity spokesperson, living or dead, real or fictional. Who would represent your brand better than anyone else?