[](https://www.smartsheet.com/try-it?trp=11225&utm_source=integrated+content&utm_campaign=/content/brand-strategy-templates&utm_medium=Brand+Voice+word+11225&lpa=Brand+Voice+word+11225&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)**BRAND VOICE TEMPLATE**

QUESTIONS

|  |  |
| --- | --- |
| How do you want your brand to make people feel? |  |
| What other brand has a similar voice? |  |
| What voice would not appeal to your target audience? |  |
| Who would your brand be if it were a celebrity? |  |
| What makes your voice different from your competition? |  |
| What type of language do you want to use in your messaging? |  |

Top 4 Adjectives to Describe Your Brand Voice

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | GENUINE | 2 | APPROACHABLE |
|  |  |  |  |
| 3 | ADJECTIVE /  BRAND TRAIT 3 | 4 | ADJECTIVE /  BRAND TRAIT 4 |

BRAND VOICE CHART

|  |  |  |  |
| --- | --- | --- | --- |
| ADJECTIVE /  BRAND TRAIT | DESCRIPTION | **DO** | **DON’T** |
| GENUINE | We have a strong sense of self.  We are knowledgeable and are able to solve your problem. | * Be authentic and original * Be honest * Use strong words | * Overcomplicate * Use passive voice * Speak in general, abstract terms |
| APPROACHABLE | We are friendly, easygoing, and invested in the community. We are relaxed, but professional. | * Be pleasant * Be inviting * Include jokes and images | * Be too funny * Sound too friendly * Oversell |
| ADJECTIVE /  BRAND TRAIT 3 |  |  |  |
| ADJECTIVE /  BRAND TRAIT 4 |  |  |  |

|  |
| --- |
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