



# LEARN TO SPEAK YOUR CUSTOMER'S LANGUAGE



BRAND VOICE WORKSHEET

# Swift Brand Voice Worksheet

*Your brand voice **is** your brand.*

*It is the human voice of your company.*

*It is the image your business projects to the world.*

*It is a unique identity.*

*And it makes your customers **fall in love**.*

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## Why Does Brand Voice Matter?

### YOU HAVE COMPETITION

Everyone has competitors. Does your company stand out? A strong brand voice can rise above the clamor of competition and capture customer attention even in an overcrowded marketplace.

### YOU HAVE CUSTOMERS (AND WANT MORE)

Your brand voice is how you make an emotional connection with customers. Without it, you're just another company. Why do people make a purchase, sign a contract, or complete a deal? It's more complex than you think. Sometimes it just plain comes down to *they like the company*.

# Your brand voice should speak to your customer.

## If it doesn't, it's likely reflected in your sales.

Consider these three car brands: Jeep, Volvo, and Cadillac. Can you take the language of one brand and apply it to another? No!

Jeep's brand voice speaks to the adventurous customer, the explorer, the off-roader. Don't expect to sell many Cadillacs or Volvos with that brand voice. Likewise, Jeep's explorers won't be moved far by Cadillac's sophisticated focus on luxury.

When you read the word Jeep, did you get a picture of a Jeep customer? What about Volvo? You already have associations with these brands, whether you're a customer or not. For example, you know that Jeep's customer is outdoorsy, that Volvo drivers value safety, and that Cadillac customers enjoy luxury.

That is the power of brand voice.

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To recap, a brand voice:

- Differentiates you from the competition.
- Builds trust.
- Strengthens relationships.

Having a defined and documented brand voice is a valuable onboarding tool for new employees, agencies, and freelancers to ensure consistency in all your communications, internal and external.

# The #1 mistake organizations make when establishing a brand voice is not listening to their customers.

Creating a brand voice based on how you think you should sound instead of how your customers speak is a recipe for failure.

We have all seen companies try too hard to be funny or edgy who only end up looking foolish. A single screenshot or viral video can circulate in perpetuity. Any mistakes you make now may come back to haunt you later.

Instead, focus less on what appeals to you and more on what your customers want and need. Our personal lens distorts messaging. What we consider funny may be perceived as offensive, while something edgy may be regarded as arrogant. A heartfelt story may annoy a no-nonsense audience that values facts over feelings.

## How do you avoid this?

Get to know your audience thoroughly. When I ask business owners who their audience is, you might be surprised by how often I hear, “everyone.” Everyone is not a target audience. A shotgun approach is a death knell to your branding.

*By trying to appeal to everyone, you appeal to no one.*

Research your customers and stay up to date as their tastes evolve. Surveys, focus groups, and customer feedback are valuable tools to keep you abreast of their changing wants and needs.

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## Be Authentic

You must be genuine to build a lasting bridge with your customers.

Customers sniff out insincerity in a company.

Don't pretend to be something you're not to fit in; focus on unique benefits and company culture to stand out.

# Swift Brand Voice Do's and Don'ts



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**Don't** follow trends. There is no need to attempt humor if sincere and trustworthy are working for you. Remember your target audience; use the language your customers speak.

**Don't** ignore competitors. Regularly research your top competition on social media and online. Use this data to further differentiate your brand from theirs.

**Don't** use jargon and buzzwords. Clear, concise communication is most effective. You risk alienating customers when you use industry insider terms and overly technical language. Not sure if certain words are jargon or buzzwords? Search Google for “buzzword bingo (your industry).”



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**Do** align your brand voice with your company values. Be authentic, and customers will trust you.

**Do** adapt your brand voice for specific topics and occasions. Being too casual about discussing serious subjects can cause fierce customer backlash. Instead, save relaxed and playful tones for lighthearted or neutral content.

# Learn to Speak Your Customer's Language Swift Brand Voice Worksheet

Answer the following questions and discover your brand voice.

1. Why did you start your company? Look past profits to what you hope your company can achieve.
2. What problem does your company solve for customers? How do your customers benefit from what you offer?
3. What type of dinner party guest would your company be?
4. How should your customer feel when interacting with your brand?





5. Which 3-5 adjectives best describe your company?
6. Describe the brand voice of your top two competitors:
7. What do people like about your company?
8. What do you know about your ideal customer? Tip: include demographics (age, income, marital status), hobbies/interests, lifestyle, and current challenges they face.
9. Name a brand that speaks to you:
10. Who do you NOT want to be? What traits do you want to avoid?

If you've answered all the questions thoughtfully, you have the foundation for a solid and successful brand voice. Let's put this knowledge into a document you can use for future communications projects.

# Step 1

Fill in the blanks with up to 5 adjectives. Add as many examples and bullet points for each as necessary to clarify the meaning.

The tone of (insert name of company) is (adjective 1), (adjective 2), and (adjective 3).

## Adjective 1 definition:

Do:

Don't:

## Adjective 2 definition:

Do:

Don't:

## Adjective 3 definition:

Do:

Don't:

**Example:** The tone of **Swift Copy** and Coaching is **friendly, knowledgeable, and conversational**.

**Friendly:** Swift Copy offers a helping hand to clients looking for fast, professional copywriting and aspiring writers seeking accountability and support. Our voice is positive and encouraging.

- ***Do make clients feel welcome and supported. Write naturally and use contractions.***
- ***Don't be arrogant; ignore or speak down to clients.***

**Knowledgeable:** I created Swift Copy and Coaching to share my extensive professional writing and marketing knowledge with clients and other writers. Swift copy is your expert on writing best practices.

- ***Do share accurate and well-researched content with confidence and authority.***
- ***Don't be condescending.***

**Conversational:** Swift avoids jargon and explains things in a clear, conversational tone. Avoid formal and overly corporate language.

- ***Do explain concepts in a way that readers of any experience level will understand.***
- ***Don't be too formal, use buzzwords or employ doublespeak in an attempt to sound "smarter."***

## Step 2

### Add examples.

For each adjective, add examples to clarify the words further. This takes some of the ambiguity out of words like friendly, witty, or knowledgeable, which can have different meanings to different people.

When communicating with clients, Swift Copy and Coaching is friendly and not arrogant.

***More like this:*** I want to help you grow your business. Are you ready to take your copywriting to the next level?

***Less like this:*** Your website is boring, but I can fix it. If you don't hire me, you will keep failing.

## Step 3

**Evaluate your current content.**

Do your website, social media, marketing, and sales materials align with your newfound brand voice? If not, it's time for updates!

***Remember: Consistency is the key to a successful brand.***

**Need help expressing yourself? Hire me for your writing project!**

**Looking for more DIY writing and marketing content? [Visit my Resources page.](#)**

# Swift Fact:

Companies with blogs receive **55% more visits** and **67% more leads per month** than companies with no blog



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