

7 STEPS TO DEFINE

Your *Brand Voice*

AND ATTRACT
IDEAL CLIENTS



WORKBOOK

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Your Brand Voice in 7 Steps: A Quickstart Workbook for Small Biz Owners

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Unlock Your Brand Voice

In Just One Weekend

Struggling to sound like yourself in your marketing?

This quick-start to a Deadly Brand Voice Kit is your shortcut to standing out—without sounding like every other business in your industry.

It will help you avoid the mistakes killing your client connections.

Inside this free, downloadable guide, you'll get all the tools you need to:

- Understand your ideal customer
- Define 3 core personality traits that shape your brand's tone
- Set clear, actionable voice dos and don'ts
- Plug your new voice into ready-to-use templates for emails, social media & more

This kit is designed to give you clarity and confidence in just one weekend.

Time Required: Just 2-3 focused hours

Result: A confident, consistent brand voice that connects with your dream clients and sets you apart online.

01

Roadmap of the Workbook

The Easy Way To Use
This Kit

Before You Start:

Block Out Time

Set aside 2-3 uninterrupted hours. Your brand voice deserves

YOU FULL ATTENTION!

Gather These Items

Examples of your current writing (website, social posts, emails)

3-5 customer testimonials or feedback messages

List of your main products/services

Competitor websites for reference

Set Your Mindset

This isn't about perfection—it's about authenticity. Your unique voice is what will make customers choose you over everyone else.

Roadmap of the Workbook

◆ Step 1: Work in Order

Each section builds on the previous one. Don't skip ahead—the magic happens when everything connects.

◆ Step 2: Be Honest & Specific

Generic answers create generic voices. The more specific you are, the more authentic your voice will be.

◆ Step 3: Think Customer-First

Every question should be answered with your

◆ Step 4: Use Real Examples

When given options, choose what feels most natural to YOU, not what you think you "should" sound like.
Fill-In Tips:

Fill-In Tips:

- ✎ For worksheets: Write in pencil first—you might want to adjust
- ✓ For checklists: Be honest about what feels authentic
- 💡 For brainstorming: Use bullet points, then refine into sentences

Ready? Let's create a voice that's unmistakably yours! ↴



Customer Snapshot Worksheet

Know Your Customer
(Or Die Trying)

Your voice should sound like you're talking to your ideal customer over coffee. But first, you need to know who that person is.

Your Ideal Customer in 3 Words

Write the first three words that come to mind when you think of your perfect customer:

1. _____

2. _____

3. _____

Their Biggest Problem

What keeps your ideal customer awake at 3am? What problem are they desperately trying to solve?

How You Solve It

In simple terms, how do you make their problem go away?

Where They Hang Out Online

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Pinterest |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Email newsletters |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> TikTok | <input type="checkbox"/> Industry forums/groups |



Customer Snapshot Worksheet

Know Your Customer
You're nuts if you don't
spend extra time on this!

How They Like to Be Spoken To:

Choose the option that best describes your ideal customer's preferred communication style:

- Like a trusted friend - casual, warm, personal
- Like a knowledgeable expert - professional, informative, authoritative
- Like a supportive mentor - encouraging, guiding, patient
- Like an equal peer - collaborative, straightforward, respectful

Their Communication Pet Peeves:

What would immediately turn your ideal customer off? Check all that apply:

- Overly salesy language
- Complex jargon they don't understand
- Being talked down to
- Fake enthusiasm
- Generic, impersonal messages
- Being rushed into decisions

Customer Snapshot Complete!

Your customer profile: _____,

_____ people who struggle

with _____ and prefer to be

communicated with _____



Your ideal client is out there, waiting for you to show up as your authentic (spicy) self.

03

Choose Your Brand Personality

Your Top Personality Traits

Feel Free To Add Yours Too ;)

Choose the 3 traits that feel most authentic to you and would appeal most to your ideal customer: (*More on the next page*)

- Friendly & Approachable - Easy to talk to, welcoming, down-to-earth
- Expert & Knowledgeable - Authoritative, experienced, trustworthy
- Fun & Playful - Energetic, humorous, lighthearted
- Calm & Reassuring - Peaceful, steady, comforting
- Bold & Confident - Strong opinions, decisive, fearless
- Warm & Nurturing - Caring, supportive, encouraging
- Creative & Inspiring - Innovative, artistic, motivating
- Reliable & Trustworthy - Dependable, honest, consistent
- Energetic & Motivating - Enthusiastic, uplifting, dynamic
- Sophisticated & Premium - Refined, polished, high-quality



Choose Your Brand Personality

Your Top CHEEKY Personality Traits

Feel Free To Add Yours Too ;)

OR are *THESE* personalities most authentic to you and would appeal most to your ideal customer?

- A Bit of a Smarty Pants - Witty, sarcastic, not afraid to call out bad copy when you see it
- Brutally Honest (But Still Fun) - Tells the truth, even when it stings—especially when it stings
- Your Tough-Love Bestie - Hypes you up, then tells you to cut the fluff
- Drama Queen (in the best way) - Over-the-top examples, strong opinions, fabulous delivery
- Zero-Fluff Zone - Cuts through the jargon like a hot knife through... your competitors' bad emails
- Caffeinated Chaos (with Strategy) - High energy, slightly chaotic, always lands the message
- Quietly Savage - Doesn't yell, just roasts weak branding with a smile
- Glitter-Covered Sniper - Looks cute, but deadly accurate with words
- Passive-Aggressively Helpful - "Sure, keep using that bland tone if you want to be ignored..."
- Therapist - Listens, validates, then gives the tough feedback your brand needs

Your 3 Chosen Traits:

1. _____
2. _____
3. _____



Choose Your Brand Personality

Your Top Personality Traits

Personality Check:

Complete this sentence:

"We are _____, _____,
and _____ in all our communications."

Brand Personality Story:

If your brand were a person, describe them in 2-3 sentences:

Personality Examples:

How would your brand respond to "Thanks for the great service!"

Option A (Friendly): "Aw, you just made our day! So happy we could help! 😊"

Option B (Professional): "Thank you for your feedback. We're pleased to have exceeded your expectations."

Option C (Fun): "Woohoo! 🎉 That's what we love to hear! You're awesome!"

Which feels most like YOUR brand? Circle the letter: A B C

Now write how YOUR brand would respond:

Personality Complete!



Your Voice Guidelines

Voice Dos and Don'ts

Based on your personality traits, here are your specific voice guidelines:

✓ DO Use These Types of Words:

Check the categories that match your chosen personality traits:

- Warm words: love, heart, family, community, together, care
- Action words: create, build, transform, achieve, discover, unlock
- Simple words: help, easy, clear, simple, quick, straightforward
- Confident words: guaranteed, proven, expert, professional, trusted
- Fun words: awesome, amazing, exciting, celebrate, enjoy, love
- Supportive words: support, guide, encourage, believe, possible, growth

✗ DON'T Use These Types of Words:

- Jargon your customers don't understand
- Overly formal corporate speak
- Superlatives that sound fake (incredible, mind-blowing, revolutionary)
- Negative or fear-based language
- Words that exclude or intimidate
- Outdated slang or trendy phrases that will age poorly



Your
uniqueness is
your strength.
Embrace it, and
your ideal
clients will
naturally be
drawn to you.



05

Quick Voice Test

Test Your Voice

Time to put your guidelines into practice! Rewrite these generic sentences using YOUR brand voice:

Voice Test #1:

Generic Version:

"Our company provides high-quality services to help businesses grow and succeed in today's competitive marketplace."

Your Voice Version:

Voice Test #2:

Generic Version:

"Thank you for your interest in our product offering. We will contact you soon with additional information."

Your Voice Version:

Voice Test #3:

Generic Version:

"We are pleased to announce the launch of our new service, which offers innovative solutions for your business needs."

Your Voice Version:

05

Quick Voice Test

Test Your Voice

Voice Check Questions:

For each rewrite, ask yourself:

- Does this sound like ME talking to my ideal customer?
- Would my customer feel connected to this message?
- Does this differentiate me from my competitors?
- Do I sound authentic and genuine?

Social Media Voice Test:

Write a social media post about your business using your new voice:

Does this sound like something you'd actually post? If not, revise until it feels authentic.

- Voice Test Complete!



Sample Templates

Formulas To Test Your Voice

Use these formula templates as starting points for your most common communications:

Social Media Post Formula:

- [Customer Problem/Question] + [Your Insight/Solution] + [Call to Action]

Example:

"Struggling to find time for [customer challenge]? Here's what I tell all my clients: [your advice]. What's your biggest time challenge? Tell me below! 🙋"

Your Version:

Email Subject Line Formulas:

- [Customer Benefit] in [Timeframe]

Example: "Clearer brand voice in 24 hours"

- The [simple thing] that [big result]

Example: "The 3-word exercise that transformed my messaging"

- Why [customer struggle] (and how to fix it)

Example: "Why your content isn't converting (and how to fix it)"

Write 3 subject lines for YOUR business:

1. _____
2. _____
3. _____



Sample Templates

Test Your Voice

About Page Opening Template:

"Hi! I'm [name], and I help [ideal customer description] [achieve specific result] by [your unique method/approach].

I started this business because [personal story/motivation].

When I'm not [working], you can find me [personal detail that shows personality]."

Your About Page Opening:

Customer Service Response Template

Problem acknowledgment + Empathy + Solution + Positive close

"Hi [name], I'm so sorry [specific problem] happened. I completely understand how frustrating that must be. Here's what I'm going to do to fix this: [specific action]. [Reassurance about future]. Thanks for giving me the chance to make this right!"

Your Customer Service Voice:

Templates Complete!

Next Steps + Resources

Congratulations!

You Found Your Voice

You now have a clear, authentic brand voice that will set you apart from your competition.

What You've Created:

- ✓ Deep understanding of your ideal customer
- ✓ 3 core personality traits that define your voice
- ✓ Specific dos and don'ts for all communications
- ✓ Tested voice that sounds authentically like you
- ✓ Ready-to-use templates for immediate implementation

Your Next Steps:

Week 1: Test Your Voice

- Rewrite your website's About page
- Create 3 social media posts using your new voice
- Send one email to your list
- Pay attention to engagement and feedback

Week 2: Refine and Expand

- Adjust based on what gets the best response
- Apply your voice to all current content
- Train team members (if applicable) on voice guidelines

Week 3: Document Everything

- Create a simple voice reference sheet
- Save examples of successful voice implementations
- Note what works best for your audience



Next Steps + Resources

Voice Maintenance:

Monthly Voice Check:

- Are you staying consistent with your guidelines?
- What content gets the best engagement?
- Is your voice evolving naturally with your business?
- Do you need to adjust any guidelines?

Warning Signs Your Voice Needs Adjustment:

- ✗ People aren't engaging with your content
- ✗ You're getting confused responses
- ✗ Your voice feels forced or unnatural
- ✗ You're reverting to generic business speak
- ✗ Your team can't maintain consistency

Ready to Go Deeper?

This 7 Steps To A Deadly Brand Voice Kit gives you the foundation, but there's so much more to creating a complete brand voice strategy...

Contact Jo for a 1-Hour Brand Voice Strategy Session:

- Audit your current messaging across all platforms
- Develop your complete voice strategy together
- Create custom templates specific to your business
- Plan your voice implementation road map

[Your Voice Strategy Journey Starts Here!](#)

07 *Next Steps + Resources*

Your Voice Journey Starts
NOW

REMEMBER:

Consistency builds trust, authenticity creates connection, and clarity drives action.

Your authentic voice is your secret weapon in a world of generic business communication. Use it boldly, use it consistently, and watch how it transforms your connection with customers.

If You've got Questions, I've got answers!

Email me at hello@jogeaney.com.au

- I'd love to hear how your voice journey goes!

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