

HOW DO I FIND YOUR BRAND'S TONE OF VOICE?

1: USE YOUR BRAND VALUES

Credible

Passionate

Established

Trustworthy

Team Player

2: TO DETERMINE THE BRAND PERSONALITY

TECHNICAL  *IMAGINATIVE*

RELAXED  *ENERGETIC*

MASCULINE  *FEMININE*

MATURE  *YOUTHFUL*

CONSERVATIVE  *REBELLIOUS*

3: TO WRITE A BRAND TONE SUMMARY

(Skype Example): As a company built around our users, the Skype tone of voice is always plain-speaking and human. Our products are explained in the simplest terms. If your Mum couldn't understand it, then it's not the Skype tone. Humour is an important part of our tone. We don't tell one-liners, but employ a gentle wit to engage our users. Think of us as the generous Aunt who always insists you have a third helping. Or a big group hug, even a present... without the ribbon.

4: TO CREATE A DECK OF USEFUL COPY EXAMPLES

<i>We write like this...</i>	<i>Not like this...</i>	<i>Why?</i>
<i>Thanks for your suggestions Steve, we'll be in touch!</i>	<i>Dear customer, your suggestion has been added to our list.</i>	<i>We are an energetic and approachable service who always has time for great ideas.</i>