

Realise Business

TONE OF VOICE GUIDE

A GUIDE FOR USING THIS GUIDE

Your Tone of Voice guide sits within and supports your overall brand guide. It is designed as a reference tool for internal staff and suppliers to know how to talk to clients and potential clients with one united and truly 'Realise Business' voice.

Communicating with one united tone of voice does the following:

1. It makes the brand recognisable and memorable
2. It builds trust with existing clients (important for referrals) and warm leads
3. It gets your point across in a saturated world of business services
4. It can be used to influence and persuade at the right moments

GENERAL WRITING RULES

Don't worry, you don't need a writing degree to be able to use our Tone of Voice; just get familiar with these 5 golden rules.

1. Audience. Who you are talking to? What's important to them? What would excite or help them? How much time do they have? Don't write for you, write for them.

2. Use headings and subheadings. These act as signposts for busy readers and ensure they get, even at the quickest glance, some of the messages you want them to. This is especially true online.

3. Avoid the passive. Passive voice is indirect, waffly and can make you sound like you don't care or don't know what you're talking about! If you catch yourself waffling, go back and edit to make your sentence direct and positive.

4. Get straight to the point. No-one has time to navigate reams of copy to find out what you're trying to say. Get to the point quickly and make it interesting. Be clear about what you want to say and stick to it.

5. It's not about us. Involve your audience (our customer) by using words like you, we, us and our business name equally.

6. Tell them what they don't know, in terms that they understand. Even though we are experts in business, our clients are at all different levels, so our communication must be easy to understand, straight to the point, be benefit-led and informative.

OUR BRAND PERSONALITY

Our values and our mission shape the way we write and speak. Our words are an extension of our brand, and they help connect the dots from our business strategy all the way through to signing up a new client and then congratulating them when they reach their business goals. Our voice should remain as consistent as our business solutions.

Here's how our mission and our tag line shape our Tone of Voice:

“Connect all small business owners with a bespoke range of tools”

Tone = Helpful, positive, enthusiastic

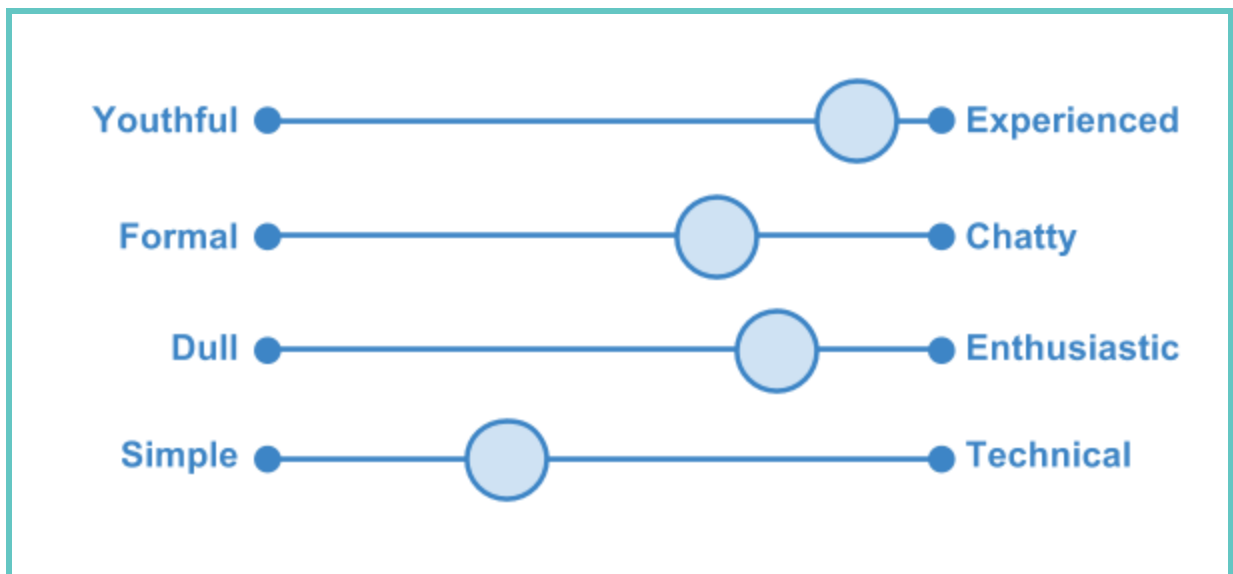
“everyone deserves credible, accessible support”

Tone = Understanding, knowledgeable, easy to understand

“help them realise their business success”

Tone = Reassuring, capable, passionate, inspiring

And here's what our brand personality looks on a scale:



IMPLEMENTING OUR NEW TONE OF VOICE

Generally speaking, we speak like this:

WE ARE ALWAYS...

WE ARE NEVER...

<i>Positive and helpful</i>	Doubting or condescending
<i>Straight to the point</i>	Misleading or long winded
<i>Enthusiastic and inspiring</i>	Dull or disinterested
<i>Easy to understand</i>	Technical or exclusive

Specifically speaking, we speak like this:

LIKE THIS

NOT THIS

WHY?

Don't go it alone! Reach your business goals faster in the Business Masterminds program. Contact Geoff Silk for more info. <i>(slide advert at networking)</i>	The Business Masterminds program helps business owners achieve their business goals faster than going it alone. Please contact Geoff Silk for more information.	We get straight to the point and are highly capable.
Welcome! One of our business advisors will be in touch in the next 24 hours to help get your started. <i>(welcome message email / landing page)</i>	Thank you. We will get back to you within 24 hours about your program.	We are positive, enthusiastic and ready to inspire business owners.
Need Free business advice? <i>(website button)</i>	We offer economical business coaching solutions. Click below for more information.	It's not about us, it's about what our clients need. We are easy to understand.
We know you're busy, so here's our easy 10 point checklist for launching your new business.	Hey peeps! We've grabbed 10 awesome steps to pump up your business. Later!	We are experienced and knowledgeable.
Great news... your business has been selected for the	You have been selected as a successful applicant to our	We get straight to the point. We are enthusiastic and

<p>Business Grant course. Click here for dates and details. <i>(notification)</i></p>	<p>Business Grant course. To commence, please contact us to discuss particulars.</p>	<p>inspiring.</p>
<p>Our 2017 online courses are designed to help you achieve your business goals faster. <i>(program intro)</i></p>	<p>We have several new courses for 2017. We have designed them so business owners who might need some help achieving their business goals faster can do so.</p>	<p>We use an active voice, not a passive voice. We get straight to the point.</p>

ENDS.