



## Cheat Sheet

### Get The Right Voice & Tone:

## Controlling How Your Brand “Speaks” To Your Audience

Full article:

<http://www.marketingforowners.com/controlling-brand-speaks/>

### 1. Connect on a person-to-person level

- Be real, genuine, human
- Communicate your personality through:
  - Your ‘About’ bios
  - Behind the scenes photos
  - Consistently throughout your branding

### 2. Celebritize

- Imagine a spokesperson who embodies what your brand is about

### 3. Tone and Point Of View

- Tone: Mood, personality
  - Think like your customer. **What kind of tone would ‘work’ on you?**
- Be very consistent with your point of view
  - What are you going to call yourself? “I” or “we”?
  - What are you going to call your customers and prospects?
    - E.g. Marketing For Owners call our tribe, ‘Owners’

## 4. Vocabulary

- Choose your words wisely
  - Choose the **language you use according to your customer base**
  - Should you use slang or not? **Don't alienate your customers**
  - **Use language they feel comfortable with**
- **Acronyms**
  - **Use sparingly**
  - Define each one parenthetically if your consumer is less technical

## 5. Create Two Lists Of Words

- **Words that you want to use often in your copywriting**
- Words that you should ***avoid*** at all costs

