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