EMPTY LIVING ROOM */

Your brand's voice isn't welcoming anyone in-let's fix that.

Brand Voice Reintroduction Sheet

A foundational worksheet to help rediscover and reignite a brand voice that invites, connects, and builds trust.

🎤 Section 1: Brand Voice Self-Check

Objective: Name the *current* voice qualities—then compare them with what you want.

How would you describe how your brand *currently sounds*?
☐ Generic ☐ Overly corporate ☐ Inconsistent
☐ Awkwardly casual ☐ Not reflective of who we are
☐ Other: _____

What would you like it to sound like?
☐ Friendly & warm ☐ Bold & direct ☐ Poetic & deep
☐ Wise & grounded ☐ Youthful & fun ☐ Other: _____

🧠 Section 2: 3-Word Voice Core

Objective: Define your brand's voice with 3 precise adjectives. Avoid clichés.

Use this structure:

"Our voice is…"

1. _____ (e.g., Honest)
2. _____ (e.g., Irreverent)
3. _____ (e.g., Grounded)

Then use this line:
"If our brand spoke, it would sound like a cross between _____ and _____."
(E.g., "Issa Rae meets David Attenborough" or "James Baldwin meets Nike")

💬 Section 3: Voice Do's and Don'ts

Objective: Create quick-reference rules for brand communication.

Do Say…	Don't Say…
e.g., "Let's get real…"	"As per our last communication…"
_____	_____
_____	_____

📣 Section 4: Voice Reintroduction Plan

Objective: Start showing up with your new voice, even in small ways.

Where can you immediately apply this revitalized tone?

☐ Instagram captions
☐ Email subject lines
☐ Your bio or “About” section
☐ The next blog/article you write
☐ CTA buttons or link text
☐ Customer service messages
☐ New website headline

Pick 1–2 spots to update this week.

🔄 Section 5: Voice Check-In

Set a reminder 30 days from now. Ask:

- Have we stayed true to our 3-word voice core?
- Does the brand feel more like *us* now?
- Are we hearing different kinds of responses from our audience?