MUFFLED ECHOS*/

You're speaking, but the room feels empty. Time to amplify your voice.

Brand Voice Warm-Up Guide

A creative prompt sheet to help you infuse more personality, feeling, and presence into your brand voice—without overthinking it.

Section 1: The Warm-Up Mood Board

Objective: Collect nonverbal inspiration to embody your brand's tone more naturally.

Pick 1–2 in each row that *feel* like your brand voice.

Textures:
☐ Velvet ☐ Sandpaper ☐ Linen ☐ Marble ☐ Denim

Lighting:
☐ Golden hour ☐ Fluorescent ☐ Neon ☐ Candlelight ☐ Overcast

Flavors:
☐ Spicy ☐ Sweet ☐ Bitter ☐ Savory ☐ Bright citrus

Music Genres:
☐ Jazz ☐ Hip-hop ☐ Classical ☐ Alt rock ☐ Lo-fi

Use these to guide your writing rhythm, metaphor choices, and visual energy.

Section 2: Rewrite for Warmth

Objective: Take cold, corporate, or unclear copy and make it more human.

Original:
"We provide comprehensive digital solutions for scalable business growth."

Warm Rewrite Example:
"We help bold brands grow online—with smart systems, strong design, and a human touch."

Now try it with your own line:
Original: _____
Rewrite: _____

Do this for 2–3 lines on your homepage or in your bio.

Section 3: Emotion Mapping

Objective: Strengthen your brand's *emotional resonance*.

- What 3 emotions should people feel after reading your brand's message?

1. _____ 2. _____ 3. _____

- Do your current posts, pages, and bios deliver those feelings?
  ☐ Not really ☐ Sometimes ☐ Mostly ☐ Yes, consistently

If not, adjust tone, structure, and word choice accordingly.

📣 Section 4: Write One Warm Thing

Objective: Let your brand voice show up more *personally*—today.

Choose one:
☐ A caption with a personal insight
☐ A thank-you message with warmth
☐ An email intro that feels like a conversation
☐ A CTA that doesn't feel like a command

Write it out now:

Then post it.

🔁 Section 5: Weekly Warm-Up Habit

Pick a weekly content type and make it a brand ritual:

☐ #WarmVoiceWednesday – Rewrite something old in your new tone
☐ #3WordVoiceCheck – Align every post to your tone trio
☐ #HumanCTA – End posts with a call that feels like connection