REARRANGE THE FURNITURE*/

There's life here-you just need to refine the flow and energy.

Consistency & Conversation Builder

A voice-deepening worksheet to help you show up more consistently—and invite your audience to talk back.

🔁 Section 1: Anchor Your Voice Across Touchpoints

Objective: Identify where your brand is speaking clearly—and where it's going silent.

Mark each channel:

Channel	Active?	Consistent Voice?	Needs Update?
Instagram	☐	☐ Yes ☐ No	☐
LinkedIn	☐	☐ Yes ☐ No	☐
Website homepage	☐	☐ Yes ☐ No	☐
About/Story page	☐	☐ Yes ☐ No	☐
Email/newsletter	☐	☐ Yes ☐ No	☐
YouTube/podcast/blog	☐	☐ Yes ☐ No	☐
Other: _____	☐	☐ Yes ☐ No	☐

🧠 Section 2: Choose Your Ongoing POVs

Objective: Define 2–3 recurring themes or opinions that ground your voice.

What does your brand **always** say about:

- Your industry: _____
- Your audience's power: _____
- What needs to change: _____

Lock in these as anchor POVs. They'll build familiarity and audience trust.

🗣️ Section 3: Invite Real Conversation

Objective: Make space for responses—don't just broadcast.

Add these to your voice toolbox:

Type	Prompt Example
✅ Agreement Hook	"If you agree, drop a 🔥 in the comments."
Reflective Prompt	"What's been true for you lately?"
👀 Behind the Scenes	"Here's something you don't usually see…"
🧠 Thought Stretch	"What would happen if we flipped this idea around?"
🛑 Disruptive Ask	"What's one 'rule' you're ready to break this year?"

Section 4: Weekly Conversation Calendar

Objective: Create space to test and evolve your voice each week.

Day	Content Type	Voice Angle / CTA
Monday	Mini Story or Opinion	_____
Wednesday	Quick Tip or Myth Bust	_____
Friday	Question or Reflection	_____

Section 5: Gut-Check Questions

Before posting anything, ask:

- Does this sound like *us* at our best?
- Does it invite someone in—or just perform?
- Will someone feel **seen** or **moved** by this?