LIVING ROOM LANDMARK */

Great conversation leads to phone calls and pop-up visits

Voice Legacy Builder

A visionary tool for expanding your brand voice into legacy-level storytelling, influence, and cultural resonance.

Section 1: Founder Voice Amplification

Objective: Make your founder's voice a key character in your brand story.

Complete these statements with depth and clarity:

- "Our story started when…"

- "What most people miss about this industry is…"

- "If I could change one belief our audience holds, it would be…"

Now: Record a 1-minute video or voice note sharing one of these aloud—unedited. This becomes raw source material for future branded content.

Section 2: Long-Form Voice Strategy

Objective: Solidify the flagship formats where your voice will lead.

Choose **1–2 formats** to scale your voice:

☐ Branded podcast series
☐ Long-form email storytelling (weekly or seasonal)
☐ Behind-the-scenes founder diary
☐ Thought leadership blog (with personal tone)
☐ Visual essay series (Instagram Carousels, YouTube minis, etc.)

Chosen Format(s): _____

Now set a cadence:
☐ Monthly ☐ Bi-weekly ☐ Weekly
Start with one key topic for the next piece:

📦 Section 3: Cultural Context Grid

Objective: Frame your brand voice in culture, not just commerce.

Context Layer	Response
Social reality	What cultural moments shape your voice today?
Historical lineage	Whose legacy are you continuing or responding to?
Community voice	How does your audience *already* talk—and how do you uplift that?

Write a short voice positioning paragraph from this:

> "Our voice doesn't exist in a vacuum—it lives at the intersection of…"

_____

🖇️ Section 4: Voice Collab Map

Objective: Expand voice influence through smart alignment.

List 3 potential brand or creator partnerships that **share your tone, message, or vision**:

1. _____
2. _____
3. _____

Now pick one and brainstorm a crossover concept that blends both voices:

Title: _____
Concept: _____
Channel: _____

🌱 Section 5: Legacy Voice Planning

Objective: Prepare your brand's voice to scale across platforms, teams, and time.

Answer these 3 questions:

- What should never change about our voice—even if the platform does?

_____

- Where can our voice surprise people and grow into new territory?

- What part of our voice do we want *remembered* a decade from now?

Use these to inform your internal brand voice guide or content training doc.