



Marketing Voice Worksheet

Define your Marketing (brand) Voice

Example from Business Heroes

Define your voice with 3 personality traits.

	Personality trait in one word	Modifying words
1	<i>Knowledgeable</i>	<i>But not know-it-all</i>
2	<i>Strategic</i>	<i>Practical</i>
3	<i>Friendly</i>	<i>Not frivolous</i>

Personality Characteristic	Description	Do	Don't
<i>Knowledgeable</i>	<i>We understand how to get stuff done and how to share that information</i>	<i>Explain what to do and how to do it</i>	<i>Philosophize</i>
<i>Strategic</i>	<i>It is not just a 'How to' but also a 'why to'</i>	<i>Put tactics in context of strategy</i>	<i>Be a strategy textbook</i>
<i>Friendly</i>	<i>Approachable, light hearted, easy</i>	<i>Promote interaction and discussion. Tangents are OK.</i>	<i>Stray too far from business topics</i>



Worksheet

Define your Marketing (brand) Voice

Define your voice with 3 personality traits.

	Personality trait	Modifying words
1		
2		
3		

Personality Characteristic	Description	Do	Don't



Worksheet 