

How to Find Your Voice and Tone

INSTRUCTIONS



To create a voice and tone for your marketing, begin by brainstorming some adjectives that describe your brand and how you want to engage and communicate with your community. Then, for each adjective that you come up with, write out examples and rationales for how this might look on social media.

Your voice is...	<i>A personality trait</i>	
Write like this...	Not like this...	Why...
<i>A positive example</i>	<i>A counter example</i>	<i>Rationale</i>

You'll find the full worksheet on the next page. Best of luck!

STARTER QUESTIONS

If your brand was a person, what kind of personality would it have?

If your brand was a person, what's their relationship to the consumer? (a coach, friend, teacher, dad, etc)

Describe in adjectives what your company's personality is not.

Are there any companies that have a similar personality to yours? Why are they similar?

How do you want your customers to think about your company?

Much credit to these sources: [How to Find Your Social Media Marketing Voice: The Best Examples, Questions and Guides](#)

Save time on social media with Buffer. [Schedule your first post now!](#)

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WORKSHEET



Your voice is...	<i>Empathetic</i>
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Write like this...
<i>So sorry for the hassle! We'll be updating again asap.</i>

Not like this...
<i>We apologize for the delay.</i>

Why...
<i>Empathetic language shows gratitude and respect for the customer. It makes them feel listened to and valued.</i>

Your voice is...	
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Write like this...

Not like this...

Why...

Your voice is...	
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Write like this...

Not like this...

Why...

Your voice is...	
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Write like this...

Not like this...

Why...