

A Blueprint to Build Your Brand's Voice & Vibe

4-steps to define your written story.



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Unsure of what to say or how to say it? Well, you're in luck—because I'm here to help! I want to help your business develop and maintain a brand identity that resonates with your audience and increases views & sales.

I have crafted a 4-step plan to get you on track to finding the brand voice you never knew you needed.



An authentic voice is a key component of excellent marketing. But...how do you define it & how do you communicate it to your team?

Think of your brand as if it were a friend you were describing. Give this "person" an identity & personality. Complete each step using as much detail as you can.

Are you ready to cultivate and grow your brand identity in 4 simple steps?

Let's get strated!

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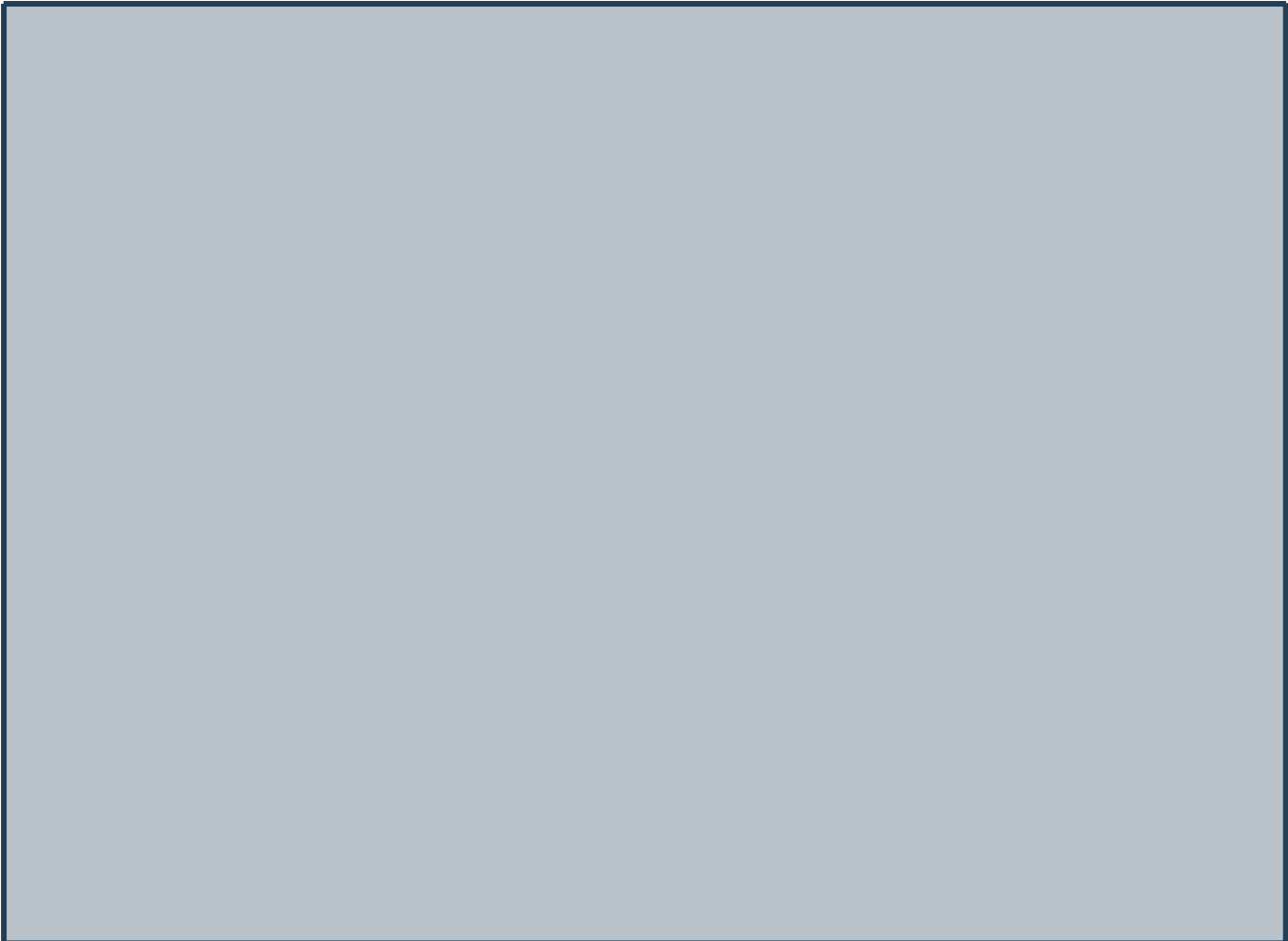
Step One

Step Two

Step Three

Step Four

Bring your brand to life. What are the main characteristics of your brand's personality? What do you want your audience to walk away with after reading a snapshot of your copy?



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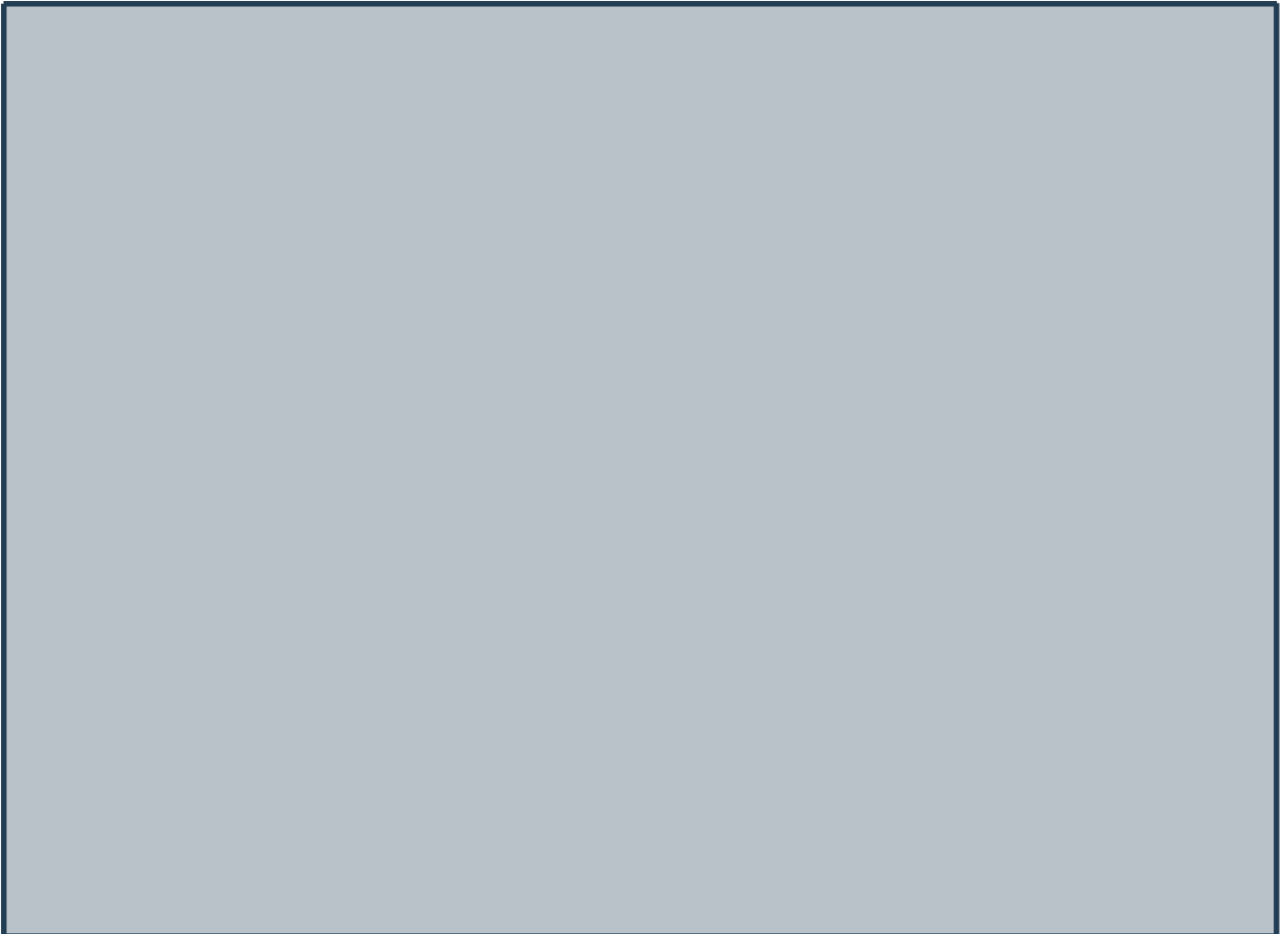
Step One

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Nailing down how your brand impacts others will allow your business to create a concrete voice. How will your products or services impact and change the lives of others? What does your brand wish to accomplish in your field, community, or world? How does your brand actively bring those changes to fruition?



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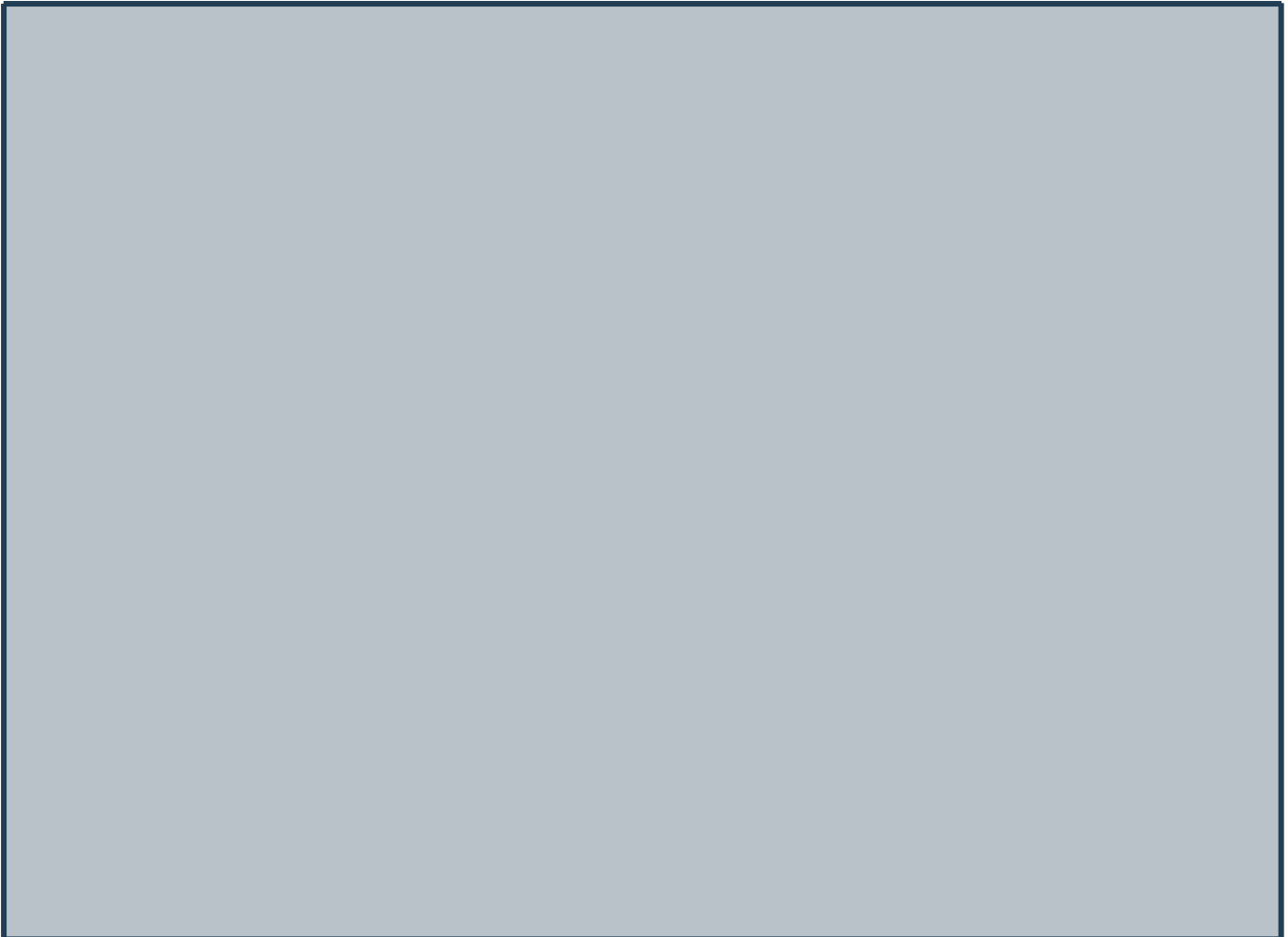
Step One

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Creating a call-to-action tells potential clients their next steps. If you were to speak with each person in your primary audience directly, what would you want them to know about your brand? What do you want your audience to do after they read your message?



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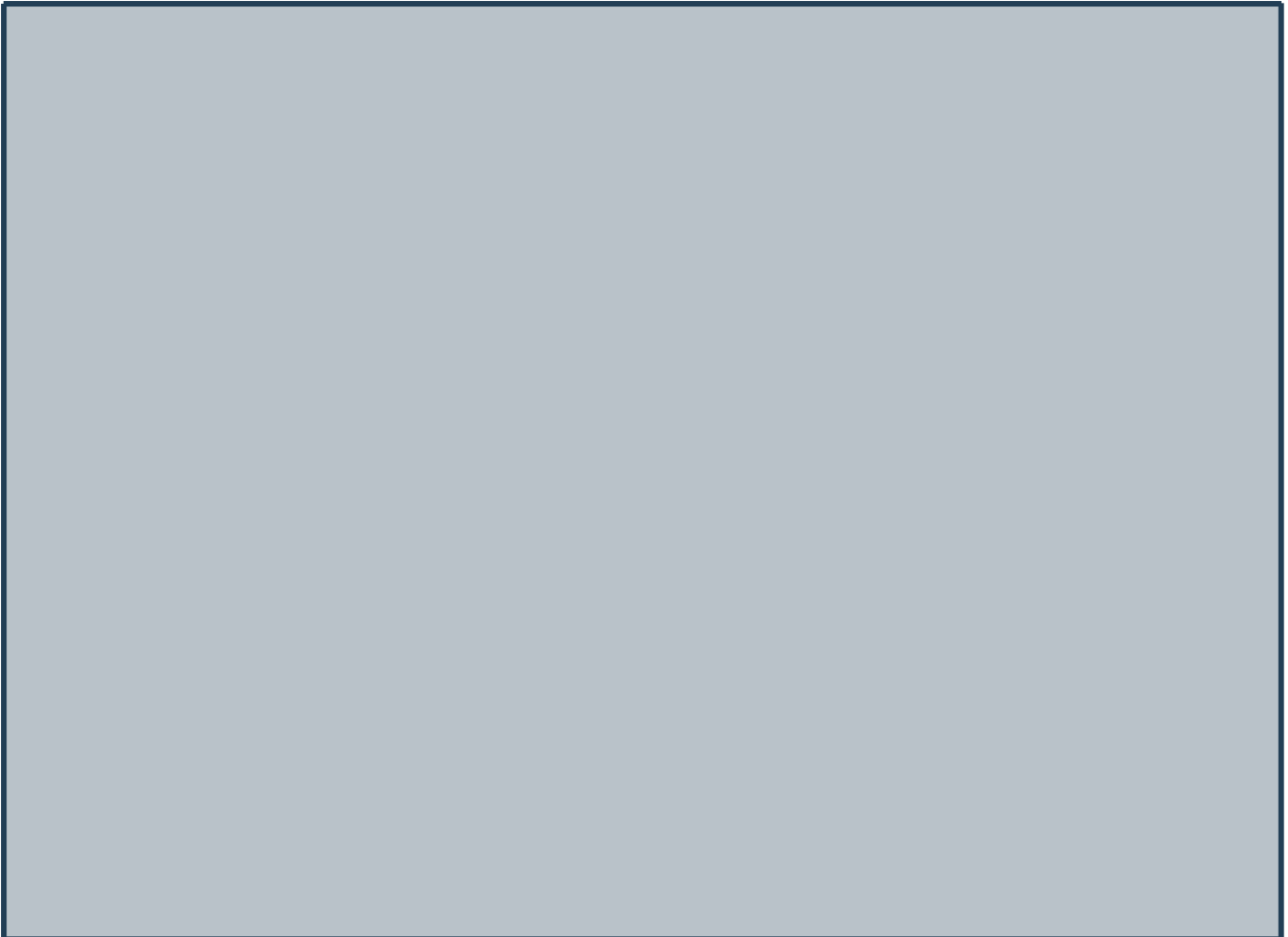
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We don't need to recreate the wheel. (phew!) Does your brand have marketing guidelines already put in place? What do you like or dislike about your existing copy? Is there anything missing that is a must-have? Finally, what companies or social media accounts do you admire & would like to emulate a similar vibe?



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I hope you have found
this guide to be of value.

If you wish to work with me, please contact
me via email or through my website.

Best of luck!

Kx,

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