

Find your brand voice

A discovery kit for creative entrepreneurs and changemakers



Welcome to Find your brand voice

My name's Joanne and I'm a self-confessed word nerd, copywriter and brand messaging coach.

I help creative business owners to find and share their voice and use it in service to others - without sacrificing their creative integrity.

You already have a voice. This guide helps you name it, own it, and use it like a creative superpower.

If you're an artist / coach / consultant / creative expert trying to stand out online without selling your soul or second-guessing every post — this is for you. Your brand voice is more than tone. It's the vibe, personality, and *soul* behind everything you write, say, or share.

This short and sweet discovery kit will help you:

- Uncover the natural voice that's already working for you
- Identify how your brand *feels* — and how you want it to feel
- Align your writing with your values, audience, and mission

Here's how to use it:

1. The first section has prompts which you can use a notebook or a Googledoc to journal about.
2. There fillable sections can be used as a reference tool for you and your team when planning and writing your copy.

Let's get started.

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Part 1: Voice discovery prompts

1. When you speak to your audience (clients, readers, viewers), how do you want them to feel?
2. What's your tone when you're most in your flow — teaching, creating, guiding?
3. If your voice were a gallery wall, how would you frame it? These can be emotional, sensory or stylistic (eg 'gritty grace', 'vivid', 'playfully sharp'). Under each one write: 1) Why this matters to you; 2) Where it shows up in your life and art; 3) What happens when you try to suppress or ignore it.

Part 2: Your voice audit

Review 4 examples of your current copy (ie social media posts, emails, website) that you feel reflect your true voice

- What are the words and phrases that you use most often when writing or speaking?
- What stories about your business or life do you never get tired of telling?
- Are there any turns of expression from your cultural background that you find yourself falling into? I've picked up Britishisms like 'Bob's your uncle!'
- What are your turds - the words you avoid saying - eg 'Give today!' 'Don't miss this exclusive opportunity!' What would you say instead?

Purpose and values

I believe I am here to ...

My 3 core values are:

1.

2.

3.

Brand voice snapshot: [Your Brand Name Here]

Use this page to distill your voice into something you can actually use:

My voice is... (Choose 3 traits: e.g. bold, wise, grittily gracious)

BV trait 1

BV trait 2

BV trait 3

Power words I use often

My turds
(words/phrases to avoid)

Sentence I'd actually say

The main feeling I want people to have when they engage with my brand:

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Next steps

Use this voice snapshot to:

- Rewrite your Instagram bio or “About” section on your website
- Check if your newsletter or captions sound like *you*
- Craft a mission statement that feels aligned

Want help turning this into messaging?

Book a 1:1 Clarity Session [here](#)

