



Brand Voice Development Template

BUSINESS CONTEXT

- Business Name: [Company Name]
- Type: [Business type and brief description]
 - *Prompt: What industry are you in and what is your primary function? (e.g., "Boutique digital marketing agency specialising in small businesses" or "Family-owned artisanal bakery")*
- Location: [Headquarters and operational areas]
 - *Prompt: Where are you physically located and where do you serve customers? This might influence your voice if you have regional characteristics.*
- Size: [Number of employees, scope of operations]
 - *Prompt: How many people work for you and what's your operational capacity? This helps contextualise if your voice should feel like a small, personal business or a larger operation.*
- Offerings: [Key products/services]
 - *Prompt: List your main products or services that generate most of your business. What do customers primarily come to you for?*
- Target Market: [Breakdown of customer segments]
 - *Prompt: What percentage of your business comes from different customer types? (e.g., "60% corporate clients, 40% individual consumers" or "70% local customers, 30% tourists")*
- Price Point: [Where you position in market - budget, mid-range, premium]
 - *Prompt: How are your products/services priced compared to competitors? This affects whether your voice should convey exclusivity, value, or accessibility.*



- Experience Level: [What level of familiarity customers have with your offerings]
 - *Prompt: Are your customers typically beginners/newcomers to what you offer, or experienced/knowledgeable? This affects how educational or technical your voice should be.*

TARGET AUDIENCE

- Primary: [Core demographic details]
 - *Prompt: Who is your ideal customer? Describe the type of person who is most likely to use your products/services and be satisfied.*
- Demographics: [Age, gender, location, income level if relevant]
 - *Prompt: What are the measurable characteristics of your audience? Consider age ranges, gender distribution, geographic location, and income brackets that represent your typical customers.*
- Psychographics: [Values, interests, lifestyle attributes]
 - *Prompt: What does your audience care about? What are their interests, values, and lifestyle choices? Do they value convenience, luxury, authenticity, sustainability, or something else?*
- Knowledge Level: [How familiar are they with your product/service/industry]
 - *Prompt: How much education do your customers typically need? Are they experts who understand industry terminology, or newcomers who need guidance and simplified explanations?*

BRAND PERSONALITY ATTRIBUTES



- *Prompt: If your brand were a person, what would be their dominant personality trait? (e.g., "Authoritative: We speak with confidence and expertise" or "Playful: We approach our industry with a sense of fun and creativity")*
- *Prompt: What secondary trait balances or complements your primary trait? (e.g., "Approachable: Despite our expertise, we never talk down to customers" or "Practical: While playful, we always provide actionable solutions")*
- *Prompt: What emotional quality do you want customers to feel when interacting with your brand? (e.g., "Reassuring: Customers should feel they're in capable hands" or "Inspiring: Customers should feel motivated after engaging with us")*
- *Prompt: What attribute separates you from competitors? (e.g., "Authentic: Unlike corporate competitors, we share the real stories behind our products" or "Innovative: We speak about new approaches while our competitors stick to tradition")*
- *Prompt: What attribute reflects your company values? (e.g., "Environmentally conscious: Our commitment to sustainability comes through in how we talk about our processes" or "Community-oriented: We emphasise local connections and relationships")*
- *Prompt: What attribute might surprise people about your brand? (e.g., "Witty: We bring unexpected humor to a typically serious industry" or "Meticulous: Despite our casual appearance, we're obsessive about details")*

BRAND VALUES

- *Prompt: What is the most fundamental principle that guides your business decisions? (e.g., "Quality: We never compromise*



- on the excellence of our products" or "Accessibility: Making our services available to everyone drives what we do")*
- *Prompt: What social or ethical principle is important to your company? (e.g., "Environmental responsibility: We prioritise sustainable practices" or "Transparency: We believe in honest communication about our processes")*
 - *Prompt: What value relates to how you treat customers? (e.g., "Respect: We value the unique needs of each client" or "Education: We believe in empowering customers with knowledge")*
 - *Prompt: What internal value guides how your team operates? (e.g., "Innovation: We constantly seek better ways to serve our market" or "Craftsmanship: We honor traditional methods and attention to detail")*
 - *Prompt: What value connects your business to the broader community or industry? (e.g., "Local support: We champion other businesses in our community" or "Industry advancement: We contribute to raising standards across our sector")*

CONTENT GOALS

- [Goal 1]: [How voice should help achieve this]
 - *Prompt: What is your primary marketing objective right now? (e.g., "Build brand awareness: Our voice should be distinctive and memorable to help new customers recognise us" or "Establish expertise: Our voice should convey authority and deep knowledge")*
- [Goal 2]: [How voice should help achieve this]
 - *Prompt: What audience perception do you want to change or reinforce? (e.g., "Differentiate from competitors: Our voice should highlight what makes us unique" or "Correct*



misconceptions: Our voice should clarify what makes our approach different")

- [Goal 3]: [How voice should help achieve this]
 - *Prompt: What specific action do you want audiences to take? (e.g., "Drive website visits: Our voice should create curiosity that leads to click-throughs" or "Encourage repeat business: Our voice should build familiarity and trust")*
- [Goal 4]: [How voice should help achieve this]
 - *Prompt: What emotional connection do you want to foster? (e.g., "Create community feeling: Our voice should make customers feel they belong to something special" or "Inspire confidence: Our voice should reassure customers they're making the right choice")*
- [Goal 5]: [How voice should help achieve this]
 - *Prompt: What long-term brand perception are you building toward? (e.g., "Position as industry innovator: Our voice should consistently emphasise our forward-thinking approach" or "Establish heritage credentials: Our voice should authentically connect to our history and tradition")*

VOICE ATTRIBUTES TO AVOID

- [Attribute 1](#): [Why this doesn't align with brand]
 - *Prompt: What tone would feel completely wrong for your brand? (e.g., "Overly formal: Would create distance with our down-to-earth customers" or "Aggressively sales-focused: Would undermine our consultative approach")*
- [Attribute 2](#): [Why this doesn't align with brand]
 - *Prompt: What industry voice cliché do you want to avoid? (e.g., "Technical jargon: Would alienate our beginner-level customers")*



or "Hipster slang: Would feel inauthentic coming from our established brand")

- [Attribute 3](#): [Why this doesn't align with brand]
 - *Prompt: What tone might send the wrong message about your values? (e.g., "Exclusive/elitist: Contradicts our mission of accessibility" or "Overly casual: Could undermine perception of our premium quality")*
- [Attribute 4](#): [Why this doesn't align with brand]
 - *Prompt: What voice attribute would confuse your audience about what you offer? (e.g., "Overly technical: Would make our simple solutions seem complicated" or "Cutesy: Would undermine the seriousness of the problems we solve")*
- [Attribute 5](#): [Why this doesn't align with brand]
 - *Prompt: What voice characteristic would make you sound too similar to competitors? (e.g., "Corporate buzzwords: Would make us blend in with larger, less personal companies" or "Extreme language: Would make us sound like every other 'revolutionary' startup")*

EXAMPLES OF COMPETITOR VOICES

- [Competitor 1]: [Description of their voice and positioning]
 - *Prompt: Who is your most direct competitor, and how would you describe their communication style? Quote a line from their website or social media that exemplifies their voice. What positioning do they take in the market?*
- [Competitor 2]: [Description of their voice and positioning]
 - *Prompt: Who is a competitor that targets a similar audience but with a different approach? How do they speak to customers? Do they focus on different benefits or values than you do?*
- [Competitor 3]: [Description of their voice and positioning]



- *Prompt: Is there a competitor whose voice you admire, even if they're not your direct competition? What elements of their communication work well? Alternatively, is there a competitor whose voice clearly doesn't work? What can you learn from this?*

DELIVERABLES

1. Brand Voice Guide

- Key Voice Characteristics (5-7)
 - [Characteristic 1]: [Explanation and examples]
 - *Prompt: What is the most distinctive aspect of how your brand communicates? Provide a clear label (e.g., "Conversational expertise" or "Passionate authenticity"), then explain specifically how this should sound in practice. Include a concrete example sentence.*
 - [Characteristic 2]: [Explanation and examples]
 - *Prompt: How does your brand balance competing needs in your voice (e.g., professional yet approachable, technical yet clear)? Name this balance and explain how to achieve it with specific guidance.*
 - [Characteristic 3]: [Explanation and examples]
 - *Prompt: What language structure or pattern is characteristic of your voice? (e.g., "Direct questions that engage the reader" or "Concise, impactful statements"). Explain why this structure supports your brand.*
 - [Characteristic 4]: [Explanation and examples]



- *Prompt: How does your voice reflect your unique selling proposition? Name this quality and explain how it should appear in your communications.*
 - [Characteristic 5]: [Explanation and examples]
 - *Prompt: What emotional quality should consistently come through in your voice? Explain how writers can authentically convey this feeling in different contexts.*
- Do's and Don'ts

Do	Don't
[Specific example]	[Specific example]
[Specific example]	[Specific example]
[Specific example]	[Specific example]
[Specific example]	[Specific example]
[Specific example]	[Specific example]



- *Prompt: Create specific "Do" examples that demonstrate your brand voice in action. For each "Do," create a corresponding "Don't" example that shows how the same message would sound if it violated your voice guidelines. Focus on sentence structure, word choice, and tone. Examples might include how to greet customers, how to describe products, how to handle objections, etc.*

- **Word Choice Guidance**

Prompt: List specific words and phrases that align with your brand voice, paired with alternatives that don't fit your brand. Consider:

- *Industry terms: Which technical terms should you use vs. simplify?*
- *Action verbs: What verbs reinforce your brand energy? (e.g., "discover" vs. "find" or "crafted" vs. "made")*
- *Descriptive words: What adjectives match your brand quality? (e.g., "premium" vs. "high-end" or "straightforward" vs. "simple")*
- *Product/service references: How should you consistently refer to what you offer?*
- *Customer references: How should you refer to your customers? (e.g., "members," "clients," "guests")*



Brand Voice Development (South African Adventure Tour Company) - example

BUSINESS CONTEXT:

- Business Name: Horizons Unlimited Adventures
- Type: Small adventure tour company offering guided outdoor experiences
- Location: Based in Stellenbosch, Western Cape
- Size: 5 full-time guides, 12-15 tours per week
- Offerings: Wine farm hiking tours, Table Mountain experiences, Cape Point adventures, Cederberg excursions
- Target Market: Domestic tourists (40%), international visitors (60%)
- Price Point: Premium (R650-R2,500 per experience)
- Experience Level: Offers tours for beginners through advanced adventurers

TARGET AUDIENCE:

- Primary: Active travelers 28-65 seeking authentic South African outdoor experiences
- Demographics: Mix of solo travelers, couples, and families, middle to upper income
- Psychographics: Values experiences over possessions, environmentally conscious, seeking authentic connection with South African landscapes and cultures
- Knowledge Level: Ranges from first-time visitors to experienced South African explorers

BRAND PERSONALITY ATTRIBUTES:

- Adventurous but safety-conscious
- Knowledgeable about local flora, fauna, and cultural history
- Inclusive and welcoming to international and local visitors
- Slightly humorous without trivialising cultural heritage



- Passionate about conservation of South African landscapes
- Authentic and down-to-earth rather than corporate
- Proudly South African without being exclusionary

BRAND VALUES:

- Environmental stewardship and responsible tourism
- Safety and preparedness in South African wilderness
- Accessibility and inclusivity in outdoor spaces
- Support for local communities and indigenous knowledge
- Authentic experiences over manufactured tourist traps
- Education and appreciation for South African biodiversity

CONTENT GOALS:

- Establish distinctive, consistent brand voice across all platforms
- Differentiate from corporate tour operators and extreme adventure companies
- Appeal to both international visitors and domestic tourists
- Convey expertise while remaining approachable
- Incorporate conservation messaging authentically

VOICE ATTRIBUTES TO AVOID:

- Overly technical jargon that alienates beginners
- Excessively formal or corporate tone
- Hyperbolic "extreme" adventure language
- Condescending or exclusionary terminology
- Clichéd "Africa" stereotypes and generalisations
- "Colonial" perspectives or terminology

EXAMPLES OF COMPETITOR VOICES:

- "Extreme Adventures Cape Town": Uses adrenaline-focused language, emphasises danger



- "Luxury Cape Tours": Emphasises exclusivity and luxury, lacks authenticity
- "Corporate Safari Inc.": Formal, feature-focused, lacks personality or connection

DELIVERABLES:

1. Develop a comprehensive brand voice guide for Horizons Unlimited Adventures including:
 - 5-7 key voice characteristics with explanations
 - Do's and Don'ts list with specific examples
 - Word choice guidance (terms to use and avoid)
 - Tone adaptations for different platforms
 - Guidelines for references to South African culture, history, and places
2. Create 5 examples of social media ads that perfectly embody this voice:
3. Create 3 examples of what posts and/or ads should never sound like, with explanations of what makes them off-brand

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