

Example outputs using fictional brand Nest Financial Planning

This shows what Nest Financial Planning might create using the Blueprint as a guide. The following examples were written by AI—powered entirely by Nest’s completed Brand Voice Blueprint, with no additional context or creative direction. These two prompts are included in The Brand Voice Blueprint in Action file.

Prompt

For Homepage Headline + Subheadline

“Using the Brand Voice Blueprint, write 5 options for a homepage headline and subheadline. Each pair should quickly and clearly communicate what the brand does and who it serves, while reflecting the brand’s tone and personality. Keep the messaging clear, compelling, and aligned with how the brand naturally speaks.”

Output

Financial planning that fits real life.

No wealth required, no pressure. Just clear guidance built for your goals and your pace.

You don’t need to be wealthy to plan well.

We help thoughtful families get organized, feel confident, and move forward—wherever they’re starting from.

Finally, a financial plan that feels doable.

We break things down simply, meet you where you are, and help you move forward with confidence.

Money advice that actually makes sense.

Judgment-free planning from someone who listens—and speaks your language.

Let’s make a plan that actually works for you.

We’ll help you stop guessing and start feeling more in control—with calm, clear financial guidance.

Prompt

For Emails (as written in the In Action file)

"Write a [specify length: brief, medium, detailed] and engaging [specify: promotional, announcement, follow-up, etc.] email about [product, service, event, etc.]. Follow the tone, style, and language outlined in our uploaded Brand Voice Blueprint. Keep it conversational, clear, and aligned with how our brand communicates."

Updated with personalized information

"Write a brief and engaging announcement email about a free workshop we're hosting, Planning Ahead: Saving for Your Child's Education. It's a free 45-minute workshop to help parents understand their options for saving—without stress, shame, or financial jargon. It's being held July 30 at 6:30 PM, childcare is provided, workshop limited to 20 people. Follow the tone, style, and language outlined in our uploaded Brand Voice Blueprint. Keep it conversational, clear, and aligned with how our brand communicates."

Output

Subject Line: Planning for College? Let's Make It Simple.

Hi [First Name],
If saving for college has been on your mind—but off your radar—you're not alone.
Join us for a free, 45-minute workshop:

Planning Ahead: Saving for Your Child's Education

Wednesday, July 30 | 6:30 PM

Childcare provided

Space is limited to 20 attendees

We'll walk through your options in plain language—no jargon, no pressure. Just honest guidance to help you feel more confident about what's next.

Whether your child is in preschool or already asking about college, this is a relaxed, judgment-free space to get real answers.

Reserve your spot now! We're keeping it small to leave room for questions and conversation.
[Sign Up Now]

Hope to see you there,
The Nest Financial Team