

What is a brand voice and why does it matter?

Your brand voice keeps your messaging clear and consistent—whether it's coming from your team, your content, or AI tools like ChatGPT.

Brand voice is the consistent way your brand communicates across every channel, to every audience. It:



Shapes how people feel when they hear from you

Influences how your message is received and remembered

Applies to everything—your website, social posts, sales decks, emails, and even DMs

Why is a defined brand voice important?

It gives you:

A consistent framework for all your communication—whether it's your team, your freelancers, or AI tools like ChatGPT

Clarity on *what* you say and *how* you say it

Alignment across writers, designers, and decision-makers, and anyone speaking for your business

A faster way to onboard new people, outsource work, or guide AI-generated content

Confidence that you're sounding like you—*everywhere*

So, what makes up a “brand voice guide?” and what do I do with it?

1. Foundational Strategy

Who you are and what you stand for.

Mission | Vision | Values | Brand Promise

Brand Pillars | Competitive Differentiators

2. Core Messaging

What you consistently say to your audience

Persona Snapshots | Messaging Themes

Elevator Pitch | “About” statements | CTAs

3. Tone + Style

How you sound when you say it

Tone Summary | Tone Traits | Tone Spectrums

Voice Guardrails

Once your guide is in place, you can:

- Keep your website, emails, and social content consistent
- Onboard new team members or freelancers faster
- Get better, more authentic results when using ChatGPT or other AI tools
- Ensure everyone speaking for your brand sounds like you

Let's dive a little deeper into those 3 areas:

Foundational Strategy

- **Mission**
Why you exist beyond making money
- **Vision**
The future you're working toward
- **Values**
What you stand for—your principles and beliefs
- **Brand Promise**
What customers can consistently expect from you

Audience + Positioning

- **Positioning Statement**
How you differentiate yourself in your market, for your audience
- **Target Audiences**
Who you're speaking to (demographics, needs, mindset)
- **Elevator Pitch**
Your simple, clear, high-level introduction

Message + Voice

- **Brand Pillars**
3–5 themes that show how you deliver on your promise.
- **Messaging Themes**
The key topics or messages you consistently communicate to support your brand promise
- **Tone of Voice**
How you say everything above—your brand's personality in language. This keeps your message consistent, even when using AI tools like ChatGPT.

How dialed in is your brand voice?

What applies, or what gives you pause?

- ☐ Do your emails, website, decks, and social sound like the same brand?
- ☐ Would a new hire know how to write like you from your existing content?
- ☐ Can different writers maintain tone consistency?
- ☐ Can your team describe your tone in 3 clear words?
- ☐ Does your brand voice reflect your values and audience?
- ☐ Are you confident your messaging sounds like you, not your competitors?

If these questions made you pause, don't think of it as being behind. Think of it as an opportunity.

If you've made it this far without a voice guide, that says a lot. But growth brings more people, more content, and more complexity.

Now's the time to put structure behind your story.

[Let's talk!](#)