



TEMPLATES / FREE PDF

Brand Voice Workbook

Define a recognizable voice with examples your team can use and review.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Describe how your brand speaks

Voice is the consistent character of your writing. Tone adapts to the situation. Give your team examples instead of a list of vague adjectives.

1

Audience relationship

Decide how you want the audience to experience the brand: informed, welcomed, confident, or something more specific. Explain why it fits.

2

Three useful qualities

Choose three voice qualities and define what each means in practice. For example, clear means using familiar words and a direct next step.

3

Language to use

Record approved product names, preferred terms, and phrases that sound natural for the business. Include pronunciation or spelling notes if useful.

4

Language to avoid

List confusing jargon, unsupported claims, and phrases that do not fit the brand. Explain the issue so the team can apply the principle elsewhere.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



02 / Make the voice work in context

A launch post and a response to a problem need different energy. Both can still sound like the same organization.

1

Helpful explanation

Use a direct opening, one useful point, and a clear next step. Remove unnecessary complexity before adding personality.

2

Celebration or announcement

Let the tone be enthusiastic without exaggerating facts. Be specific about what is new and who it is for.

3

Concern or complaint

Acknowledge the issue, use verified information, and offer a realistic next action. Avoid jokes or promotional language that distracts from the concern.

4

Review and maintain

Compare real drafts with your examples. Update the workbook when you discover a recurring ambiguity or a better way to explain the brand.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Audience relationship and desired experience

● Three voice qualities with definitions

● Preferred words and approved naming

● Language to avoid and why

● Sample: announcement / explanation / reply

● Voice reviewer and next update date
