

Finding your brand voice.

Brand Foundations Course · Acme Studio Learning — exercises for defining how your brand sounds, writes, and answers email.

BY THE END OF THIS MODULE YOU WILL

- Write a one-sentence voice statement for your brand
- Define 3 voice traits with "this, not that" examples
- Rewrite a stiff email in your brand voice

■ EXERCISE 1 — VOICE STATEMENT

Complete the frame

10 MIN

"We speak to [who] like [how], because they care about [what] — and we never sound [never]."

■ EXERCISE 2 — THIS, NOT THAT

TRAIT 1

□ "We are confident..."

TRAIT 2

□ "We are playful..."

TRAIT 3

□ "We are precise..."

■ EXERCISE 3 — REWRITE THE EMAIL

Make it sound like you

15 MIN

"Dear valued customer, we are in receipt of your inquiry regarding the delayed shipment. We apologize for any inconvenience." — Rewrite it in your voice:

■ MODULE PROGRESS

1 · Why voice matters

2 · Your voice

3 · Tone shifts

4 · Style rules

5 · Voice audit