

# 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]."

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### ■ EXERCISE 2 — THIS, NOT THAT

#### TRAIT 1

▮ "We are confident..."

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#### TRAIT 2

▮ "We are playful..."

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#### TRAIT 3

▮ "We are precise..."

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### ■ 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:

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### ■ MODULE PROGRESS

1 · Why voice matters

2 · Your voice

3 · Tone shifts

4 · Style rules

5 · Voice audit