

Brand Voice Finder

A mini guide to finding a voice that sounds like you — not like the internet.

- ❑ Your brand voice is not decoration. It's how people *feel* you before they trust you. If it's inconsistent, your brand feels forgettable. If it's clear, people start recognising you in a crowded feed.



Who Is Your Brand, Really?

Imagine your brand walks into a room. What's its vibe? Start here — don't overthink it.

Step 1 — Pick 3–5 Traits

Calm

Confident

Friendly

Bold

Warm

Direct

Playful

Elegant

Practical

Energetic

Your pick: _____ + _____ +

Step 2 — Choose Your Natural Style

Formal ☒ /
Conversational ☒

Analytical ☒ /
Story-driven ☒

Minimal ☒ /
Expressive ☒

Professional ☒ /
Friendly ☒

Educational ☒ /
Motivational ☒

Your style: _____

Build Your Voice, Step by Step

1

Words That Belong to You

Every strong brand repeats certain ideas — that's how memory works. Pick 5 words you want to *own*.

Examples: clarity, growth, confidence, leadership, alignment, intentional

Your words: _____

2

What You Refuse to Sound Like

This is where most brands get lazy. Draw your line clearly.

- Overhype or empty enthusiasm
- Pushy sales tone
- Complicated jargon
- Hollow buzzwords

Your "no-go" list: _____

3

Your Voice in One Line

If you can't define it simply, it's not clear yet. Keep it to three words.

Example: Calm + thoughtful + practical

My brand voice is: _____ + _____
+ _____

4

Put It to Work

Original: "We help people improve their business."

Now rewrite it in your voice — same idea, your energy, your words.

Your version: _____

Reality Check & Closing Thought

Be Honest, Not Polite

- ☐ Does this sound like me?
- ☐ Would someone recognise this tone again?
- ☐ Is this consistent across posts, emails, and decks?
- ☐ Am I forcing it — or does it flow naturally?

When people read your content, they should feel:
understood, confident, inspired, clear... pick your truth.

A Strong Voice Isn't Loud

It's recognisable.

You don't need to sound smarter. You need to sound like yourself — consistently.

Because in a world full of noise, **clarity wins every single time.**





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Vanitha Choudhari



RadicalEdge Learning
Consultants



www.radicaledgelearning.com



info@radicaledge.co.in



+91 9980003519