MODULE 4: BRAND, IDENTITY AND MESSAGING

Your voice and tone guide

Lesson: Voice and tone · about 15 minutes

Define how your business sounds and how that sound adjusts to each client moment.

Your business (name, service, main city):

1. **Choose three or four voice traits. For each, write what you are, what you are not, and one example line.**

2. **Read three recent client messages against your chart. Note every place a message breaks a we-are-not rule.**

3. **Write one example line for each of the seven situations: first reply, quote, payment reminder, bad news, complaint, event day and thank-you.**

4. **Rewrite your standard inquiry reply. Count words and sentences before and after, and calculate the average sentence length of each.**

5. **List the phrases you will stop using and the words your clients use that you will start using.**

Check: can you now

- Define your brand voice in a we-are, we-are-not chart with example lines
- Set the right tone for seven common client situations, from first reply to complaint
- Rewrite a client email for clarity using plain-language rules and a simple sentence-length check

One change you will make this week