

WORKSHEET

Defining Your Brand Personality

A tone of voice is not what you say, but how you say it. This encompasses not only the words you choose, but their order, rhythm and pace. Through Tone of Voice, every statement made about your brand - from your website to your sales pitch - should align with the voice you've established.

Tone of Voice Dimensions

To the right, select the adjective that best describes how you want your company to sound in your communications. Consider the example verbiage noted when making your decision.

Playful

"Raise your hand if you love writing checks! No takers? Then sign up for our automated online payment system!"

Serious

"Homeowners at [Company Name] often choose to pay online automatically so they never miss a payment."

Casual

"The way we see it, following up on violations from your HOA shouldn't be cumbersome. That's why we offer violations management through our Homeowner app."

Formal

"Mobile applications give homeowners the ability to manage violations on one screen at any time, reducing time and friction."

Irreverent

"Most associations can take up to three weeks to provide financials to their board members - we complete by the 5th."

Respectful

"[Company Name] completes financial packages by the 5th of every month, on average."

Enthusiastic

"Have you seen our new site?! Not only does it look super fresh, but it gives you a glimpse of all of your needs on one screen."

Matter-of-Fact

"The redesign of [Company Name's] homeowner sites offer more than a fresh look - its one-stop-shop dashboard improves transparency."

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In the below table, select three adjectives that you think best describe how you want your brand to feel to your consumer. We encourage you to complete this exercise with your team of employees as well; discuss points of difference and whether or not you feel this way when you review your company's current marketing content and communications.

Innovative	Educational	Credible
Plainspoken	Bold	On-Trend
Empathetic	Conversational	Respectful
Youthful	Introspective	Timeless
Humorous	Confident	Hopeful