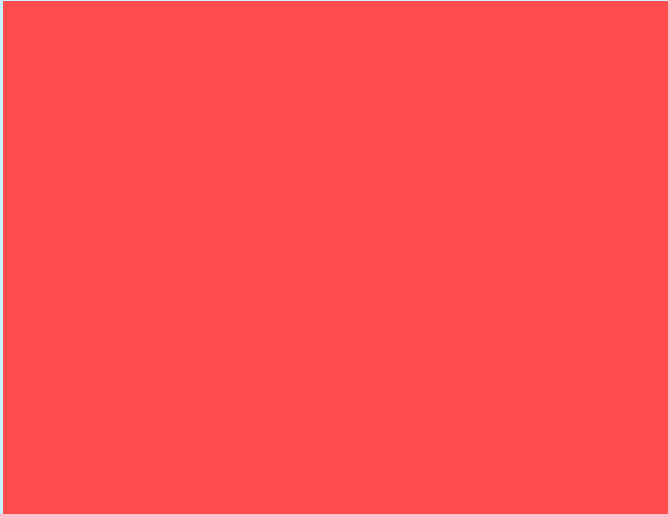


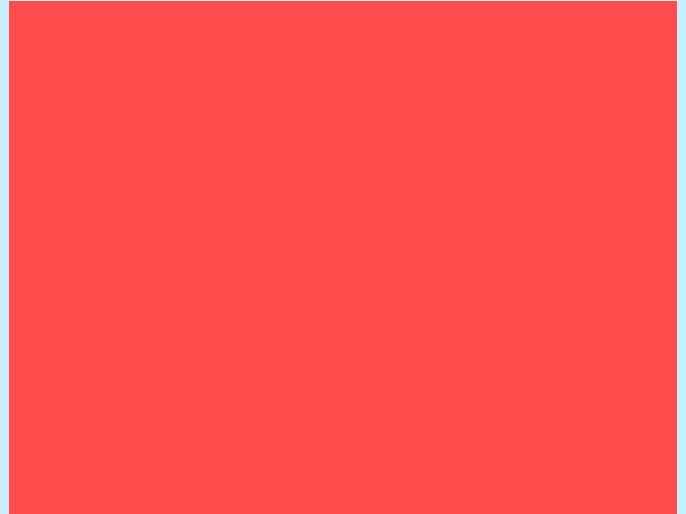
# Know Your Brand Voice in 7 Steps: Questionnaire

Use this questionnaire to identify your brand voice. So you can make your brand just like your client's best mate! Then use your answers to keep your messaging and voice consistent across all your content.

1) When people interact with our brand, how do we want them to feel?



2) What adjectives would we use to describe our brand?



3) What does our competition sound like?



4) What is another brand with a voice we love?



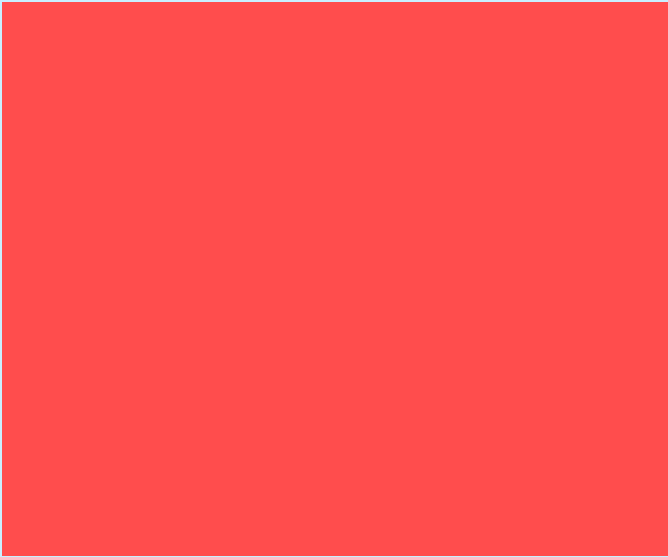
MEDIA CONTENT GURU

*The World's Premier Content Creation For Health and Wellness Businesses*

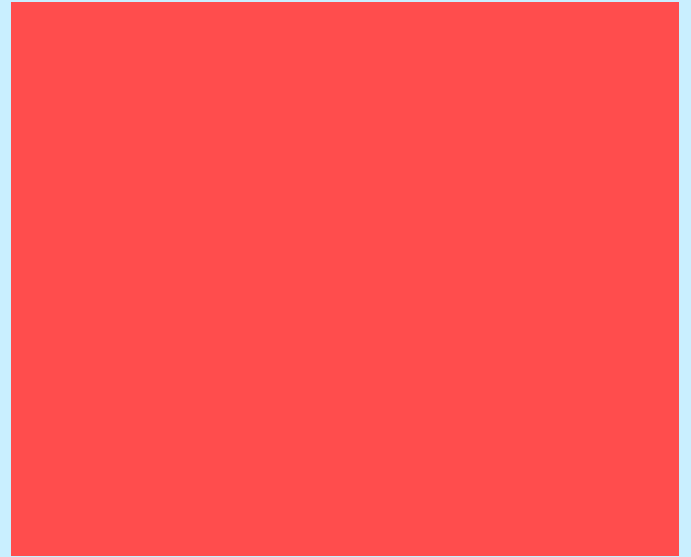
# Know Your Brand Voice in 7 Steps: Questionnaire

Use this questionnaire to identify your brand voice. So you can make your brand just like your client's best mate! Then use your answers to keep your messaging and voice consistent across all your content.

5) If our brand were a celebrity, who would we be?



6) How do we want to talk about ourselves?



7) Who do we NOT want to be/what do we want to avoid?



MEDIA CONTENT GURU

*The World's Premier Content Creator For Health and Wellness Businesses*