



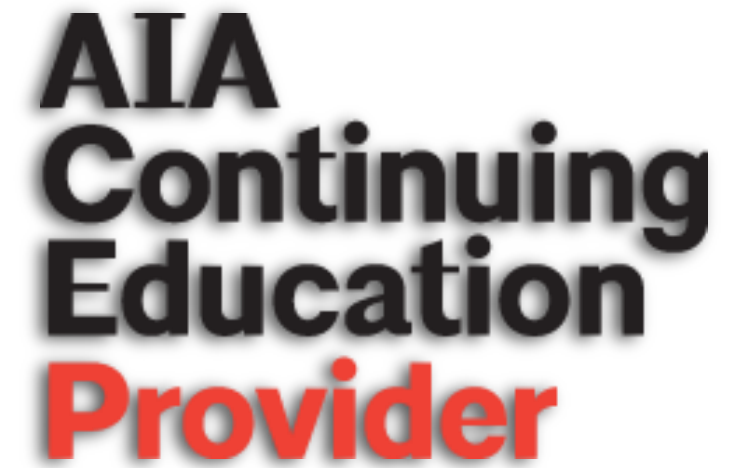
The EntreArchitect™ Community **ANNUAL MEETING**

The Business Conference for Small Firm Entrepreneur Architects

Nashville, Tennessee • October 23 - 25, 2024

Gaylord Opryland Resort & Convention Center

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MORE THAN WORDS:

The Power of Brand Voice



HELLO



Kim Healy
BRAINSTORMING

THE Castle

Workshop

Roadmap

Define

What do we mean
when we refer to
brand voice ?

Understand

Value + benefits

3

Implement

How to get the most
out of your brand
voice

Brand Voice

Your brand voice is the personality your brand takes on in all of its communications. Your voice serves as a guide of what to say and how to say it.

Your voice should be unique to your company and reflect company values.

With these distinctions, you can stand out from the noise. [Hubspot]

Tone

Your tone depends on:

- Audience
- Subject
- Emotion
- Medium through which you are communicating



Common

Approaches

- Writing for other architects
- Err on the conservative side
 - Pay-to-play language
- Generalist > specialist
- AI without editing for brand voice
- Done-for-you deliverables
- Templates
- Visuals > Written content



Brand Voice Guidelines

Mission Statement

Core Values

Target Audience

Voice

Tone

Language Do's and Don'ts

- Grammar + terminology
- Vocabulary
- Language to avoid

Messaging Pillars

- Key messages across all touchpoints

Brand Differentiators

- What makes the brand unique and how this should come through in its voice

Brand Voice Benefits

Clarity

- Strong identity
- Confidence
- Value + benefits
- Point of differentiation
- Simplicity

Consistency

- Builds trust
- Connection
- Easier to articulate + repurpose
- Inspires action

Efficiency

- Outsourcing creative
- Proposals, pitches + presentations
- Pitching for press

Brand Voice Benefits

Team Culture

- Buy-in
- Shared language
- Work autonomously
- Human resources
 - Hiring language
 - Onboarding

Brand Awareness

- Memorable
- Consistency beyond visuals
- Personality
- Versatility
- Learning + processing styles

But What Does It Look
Like In Practice?

The Importance of Implementation

The Rule of



A potential customer should encounter a brand's marketing messages at least seven times before making a purchase decision.

Repeated exposure enhances recognition and improves retention.

Brand Touchpoints

Email Marketing

- Lead magnet
- Welcome sequence
- Newsletter
- Individual emails
- Email features in brand or community newsletters

Social Media

Networking

- Referrals
- Podcast guest
- Podcast host
- Guest blog post
- Webinar host (free/paid)
- Events
- Roundtable discussions
- Markets, showcases, trade shows*

*Attendee, exhibitor, speaker/panelist

Networking or Membership Groups, Online Communities

Print Materials + Digital Documents

- Contracts
- Onboarding materials
- Feedback surveys
- Brochures, fliers + postcards
- Lawn signs
- Business cards

SEO

- Website copy
- Google business profile
- Blog content
- Paid ads and media
- Backlinks
- Online reviews

Etc.

- Public Relations
- Online scheduling tools
- CRM software
- Live chats

Voice Statement

As a company, we believe in community over competition, embracing curiosity, the importance of good chemistry, approaching every project with a fresh perspective, and treating our prospects as peers who are experts in their own right. Therefore the overall voice of Brainstorming the Castle is...

Characteristic	Description	Do	Don't
PERCEPTIVE	Because we believe in the importance of clients feeling seen and heard, we want to exhibit keen insight and sympathetic understanding.	<ul style="list-style-type: none">• Show empathy and understanding towards our audience by tailoring our tone and messaging to their preferences, pain points, and unique needs.• Adjust our tone to fit the situation.• Offer insights, advice, or answers to questions before the customer asks.	<ul style="list-style-type: none">• Ignore feedback. Address criticism straight on.• Don't talk more than we listen.• Don't miss the cultural or emotional context of your audience. Stay aware of social issues or events that might impact how your message is perceived.

Voice Statement

As a company, we believe in... _____, _____, and _____. Therefore the overall voice of [Your Firm Name Here]...

Characteristic	Description	Do	Don't

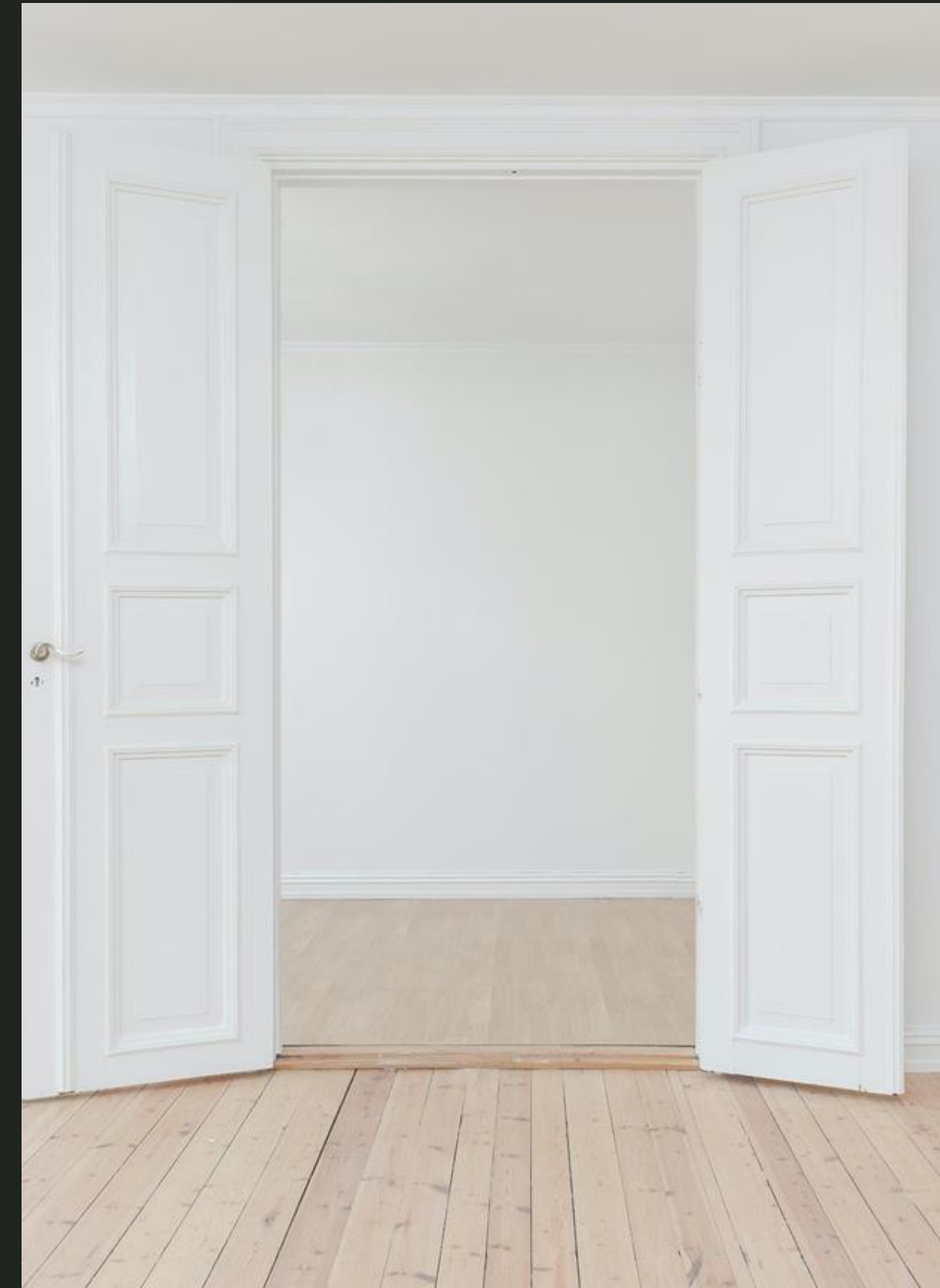
A NOTE ON AUTHENTICITY

“If you tell the truth, you don't
have to remember anything.”

— Mark Twain

Make It Easy

- Easy to access
 - Share drive or file sharing service
 - Audio files
- Easy to update
 - Brand touch points
- Easy to implement
 - Talk through it
 - Give examples



Thank you!

 EntreArchitect™



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