

Finding your Brand's Voice

How to shape your Tone of Voice, Body Language, and Spirit of Intent.



Tone of Voice.

“The art of marketing is the art of brand building.”

- Tone of Voice is not what you say, but how you say it.
- This encompasses the words you choose, their order, rhythm, and pace.
- Confusing when seen in the virtual world of business and marketing. The phrase ‘Tone of Voice’ refers to written – rather than spoken- words.
- A Tone of Voice will inform all of it’s written copy, including website, social media messages, and emails.



Why is Tone of Voice important?

It's a reflection of the people behind the brand.

- It's not just what a company does, but *who* it is that makes it a brand.
- A Tone of Voice both embodies and expresses the brand's personality and set of values.
- It's about the people who make up the brand – the things that drive them, their loves and hates, and what they want to share with the world.

It sets you apart from the rest.

- Your Tone of Voice should be distinctive, recognizable and unique.
- We all employ language - both written and spoken – in our own way.
- Course, Culture, and Dialect are the most significant factors dictating our approach to words.



Creating a specific Tone of Voice.

It builds trust.

- There is a strong link between familiarity and trust.
- Because something familiar requires little effort to process mentally, we are more likely to feel at ease around it.
- You must be consistent in the use of language so that the writing becomes familiar to the customer.

It is used to influence and persuade.

- People don't always remember what you say or what you do, but they always remember how you made them feel.
- It's often the *way* we say something that breeds a certain feeling.
- People can be very sensitive to language, forming impressions as soon as they begin to hear or read your words.



Expressing personality through vocabulary.

A successful Tone of Voice should go without notice.

“The aim is not for your audience to remark on your great writing tone but, instead, to remark on your great business tone.”

- Carefully chosen words can be used to persuade or influence an audience.
- Speak using short, simple sentences as a way of projecting the idea of honesty and self-evident truths.
- If values are what you say, personality is how you say it.



Body Language.

“You may think that Body Language is not as important as it once was due to professional communication now taking place via email or virtual spaces.”

- Body Language is more important than ever before.
- If you have never met a colleague or client before, and you are having a video conference with them, this is when Body Language plays an important role.
- Your Body Language will be crucial in their first impression of you.
- This will include the ability to illustrate confidence, trust and commitment.



Why is Body Language important?

Focus on fostering connections.

- When you meet someone for the first time you need to build a connection if you want to successfully communicate.
- A smile is the most fundamental greeting there is, and it can speak a thousand words.
- The best and easiest way to build a connection is to smile.

It sets you apart from the rest.

- Your Body Language should be distinctive, recognizable, and sincere.
- Utilize non verbal communication with body language.
- Smile when you meet someone and smile when you say goodbye to someone.



Creating specific Body Language.

Assert yourself.

- Instill confidence and show assertiveness in your business communications.
- Hold yourself in a confident manner to gain respect and trust.
- You must be consistent in the use of Body Language so that it becomes familiar to the customer.

Show your interest.

- Body Language can change between the time of speaking and the moments of listening.
- Maintain eye contact.
- Lean forward on occasion.
- Nod your head to acknowledge.



Manage difficult situations with Body Language.

Successful Body Language should be natural not difficult.

“Everyone who works must deal with difficult situations, how to deal with these situations is vital to your success.”

- Body Language is key when engaging in difficult conversations.
- Body Language can create a feeling of calm rather than stress, anger, or nervousness.
- Use Body Language to maintain eye contact, sit upright and keep your face attentive, yet relaxed.



Spirit of Intent.

"Spirit of intent speaks to the heart of everything which is -

"WHY"

- Everyday in life you get approached by people that want something from you.
- The key to responding to them is understanding their spirit of intent. In other words, "WHY" do they want from you what they want.
- Once you understand their "WHY", it will allow you to direct your energy appropriately.
- "Teach people how to treat you." This starts with understanding their "WHY".
- Not taking time to understand their "WHY" will result in wasted energy spent on things that do not deserve the gift of your attention and can damage the brand.
- Nail down your "WHY" also. Your Spirit of Intent will come from a place of being genuine and that is a good place to be.



Conclusion

Tone of Voice.
Body Language.
Spirit of Intent.

Ultimately, your Tone of Voice, Body Language, and Spirit of Intent is about communicating in the way that best describes your message. Don't be too eager to follow rules regardless – decide on which work for you and which don't, then be consistent in your usage.

- Take an open minded approach.
- Be different.
- Look for humor in unusual places.
- Don't be afraid to be bold.
- Tell the story.
- Understand the "WHY".
- Stay true to yourself.
- Share, Listen, and Learn.





**Tone of Voice, Body Language, Spirit of Intent.
It's a reflection of the people behind the brand.**