

Brand Voice Checklist

From *The Writer's Voice*

Brand adjectives:

- 1. _____
- 2. _____
- 3. _____

Punctuation preferences: _____

Pronoun preferences (you, me, us?): _____

Where does your brand voice fall on the following gradients:

Absence	1	2	3	4	5	Presence
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Folksy	1	2	3	4	5	Fancy
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Companion	1	2	3	4	5	Expert
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Target reading level: _____

