

# How to set the right tone for your brand?

Identifying your brand's personality.

## Why is it important to use branded language?

By having a list of words or phrases that you commonly associate with your brand and using them consistently in your marketing, people will start to associate these words with your business. They will learn what your business is all about; what it stands for. They will also get to know you and your team and your business values. OK, but why is that important?

1. **Professional** – Being consistent in your branding language, shows you care, and have a professional approach.
2. **Consistent** – There won't be any mixed, confused messaging.
3. **Recognisable** – When you use your branded language, people will know it's your business straight away.
4. **Memorable** – People will know that these words are associated with your brand.
5. **Trustworthy** – Your customers will start to know what your business is about
6. **You care** – People will know you care because you've taken the time to be thoughtful and considered in your communication.
7. **Proud** – You take pride in your business and what it stands for and will do the same for your clients and their business.
8. **Strategic** – By giving things thought and planning what you are going to say, you are not just making things up as you go along.

## Branding Language Exercise

To identify the right words and phrases you should use when writing about your business, it is very helpful to ask your staff, or other people who know your brand and business well, what kinds of words describe the personality of your business and what impression you'd like people to have.

Simply print of the final sheet, one for each person and ask them to highlight 10 words they feel epitomises what your business is all about.

**Brand Language Exercise.**

Choose 10 words that you feel best describes the personality and ethos of **your business**

Adventurous	Difficult	Open
Aggressive	Dull	Ordinary
Ambitious	Dynamic	Perceptive
Approachable	Edgy	Playful
Arrogant	Engaged	Precise
Blunt	Enthusiastic	Pressured
Bold	Erratic	Proactive
Careful	Error-prone	Professional
Caring	Exciting	Pushy
Challenging	Experienced	Questioning
Chaotic	Expert	Quiet
Clever	Flexible	Reactive
Closed	Formal	Reserved
Cold	Friendly	Responsible
Collaborative	Fun	Reticent
Comfortable	Generous	Risk-taking
Complacent	Greedy	Serious
Confident	Growing	Sophisticated
Conservative	Honest	Stable
Consistent	Inclusive	Supportive
Contemporary	Inexperienced	Surprising
Cost-focused	Informal	Thoughtful
Creative	Innovative	Timid
Customer-focused	Intelligent	Traditional
Daring	Loud	Trustworthy
	Measured	Unique