



Build Your Brand and Brand Voice

Step 1: Understand Your Brand's Core

Before you start creating logos, picking colors, or building your website, it's important to get clear on what your brand truly *stands* for. Start by asking yourself the following questions:

Why Does This Startup Exist?

(i.e. what problem are you solving?)

What Does Your Company Believe In?

(What are the values of this company? Do they match your customers?)

_Value 1: _____

_Value 2: _____

_Value 3: _____

_Value 4: _____

_Value 5: _____

Note: How important are the values listed above? Will your company live and die by them? Decide now, not later. It is much harder to change your values once you grow your company and team.

Who Are You Helping?

(e.g. Who is your ideal customer?)

How Do You Want Your Customers to Feel When Interacting With Your Brand?

Step 2: Choose Your Brand Personality

If your brand were a person, how would it talk and act? This is your brand's personality, and it guides your brand voice.

Is Your Brand Serious or Fun? _____

Describe Your Brand as a Person:

Pretend your brand is sitting next to you. What do they look like? Are they very professional, t-shirt and jeans, or decked out in snowboard attire?

Step 3: Craft Your Brand Voice

Your brand voice is **how** your Startup communicates with the world and its customers. Defining it can be challenging, especially if you're not yet sure what tone fits your brand best. A helpful exercise is to write three different **About Us** paragraphs that describe your company, each using a different tone, style, and language. Some styles you might try: **Professional**, **Funny**, **Bold**, **Nostalgic**, **Adventurous**, or **Family-Friendly**. The possibilities are endless, and experimenting is the best way to discover the voice that feels right for your brand.

Here Are Some Examples:

About Dave's Famous Pretzels: Professional Brand Voice

At Dave's Famous Pretzels, we specialize in handcrafted pretzels, premium coffee, and refreshing drinks, all served fresh from our mobile kitchen. Our team is committed to quality, consistency, and creating a warm experience for every customer. Whether you're grabbing a quick snack or fueling up for the day, we're proud to bring delicious, made-from-scratch options to your neighborhood.

About Dave's Famous Pretzels: Funny Brand Voice

At Dave's Famous Pretzels, we believe carbs are a love language, and pretzels are the poets that love you back! We twist dough, pour coffee, and serve up good vibes straight from our food truck. Swing by for a hot, salty hug in the shape of a pretzel and a coffee strong enough to power a small rocket.

About Dave's Famous Pretzels: Bold Brand Voice

We're not just a food truck; we're a flavor revolution. At Dave's Famous Pretzels, every pretzel is twisted with attitude and served with pride. Pair it with killer coffee or an ice-cold drink, and you've got yourself a snack worth chasing down the block. One bite, and you'll get it. **We don't do boring.**

Note: This is a task that is perfect for AI Writing tools like ChatGPT or Gemini! Try giving it a short About Us paragraph and tell it to: Write 3 very short About Us Paragraphs in different brand voices in a professional, funny, and bold style. This will help you rapidly experiment! We're going to discuss AI at the end of this chapter.

Now It's Your Turn:

About _____ Style: _____

About _____ **Style:** _____

About _____ **Style:** _____

By now, you should have a clear idea of the brand voice you want to use. Keep experimenting with it and try it out with your cohort, customers, and business partners. For your brand voice to truly stick, everyone at your company needs to adopt it consistently. That might mean making small adjustments, so the voice feels natural across different personalities on your team. The goal is to create a unified experience that connects with your customers every time they interact with your Startup.

Step 4: Build Your Brand Profile

Combine the work you did above to design a 1-page brand profile.

Brand and Brand Voice for _____

Our Startup's "Why"

Our Startup Believes In:

1. _____
2. _____
3. _____
4. _____
5. _____

Our Brand's Personality Strives to Always be: _____

If Our Startup Was a Person, We Would Describe Them As:

When Interacting with Our Brand, Customers Should Feel:

How Our Brand Speaks and Talks to Customers is Important.

Here is an Example of How Our Brand Talks About Itself:
