The Brand Voice Starter Guide

By Tiffany Diamond Branding · Bold. Branded. Brilliant.

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Welcome

Hello, and thank you for downloading.

Your brand speaks every time you post, email or reply to a message. The question is whether it sounds like one confident voice or like a different person each day.

This short guide gives you a clear starting point. In about 20 minutes you will define your personality, your position and a few signature lines. Write your answers in the spaces provided.

Short, clear and consistent beats clever every time.

Tiffany Diamond

Your brand name:

Step 1: Your Brand Personality

If your brand walked into a room, how would people describe it? Circle five words, or write your own.

Elegant · Confident · Warm · Direct · Polished · Intimate · Witty · Calm · Assured · Visionary · Grounded · Refined · Playful · Authoritative · Generous

Your five words:

1.

2.

3.

4.

5.

Example: Refined, assured, warm, direct, intentional.

Step 2: Your Positioning Statement

Positioning is the space your brand owns in your client's mind. Use this formula, then refine it until it sounds like you.

> For **[ideal client]** who **[need or desire]**, **[brand name]** is the **[category]** that **[key benefit]**, because **[proof or reason to believe]**.

Example: For solo founders who want their brand to look as established as their results, Tiffany Diamond Branding is the brand studio that turns expertise into a refined, recognizable presence, because every project starts with strategy before design.

Your positioning statement:

Step 3: We Are / We Are Not

Every strength has a limit. Defining where yours ends keeps your voice from tipping into the wrong place.

Example: We are confident, not arrogant. We are warm, not casual. We are concise, not curt.

We are	We are not

Step 4: Your Words

Words carry price. The right ones feel considered. The wrong ones feel rushed.

Words we use (starter ideas: refined, considered, intentional, tailored, timeless, crafted, clear):

Words we avoid (starter ideas: cheap, hack, quick fix, guru, game-changing, unlock, hustle, just):

Quick Swap Chart

Instead of	Say
Cheap	Accessible, considered
I just wanted to check in	I am following up on
We try to deliver	We deliver
Affordable packages	Thoughtfully priced offers

Step 5: Your Signature Line

A signature line is a short phrase your clients begin to associate with you.

Example: "Bold. Branded. Brilliant." "Strategy first, then style."

Write three options, then circle your favorite.

1.

2.

3.

Your Brand Voice Snapshot

Copy your best answers here. Keep this page where you write.

Brand name	
Five personality words	
Positioning statement	
We are / we are not	
Words we use	
Words we avoid	
Signature line	

Your 7-Day Voice Plan

- Day 1: Add your signature line to your Instagram bio.
- Day 2: Rewrite your bio using your positioning statement.
- Day 3: Replace three weak words in your recent posts using the swap chart.
- Day 4: Rewrite your top post in your new voice.
- Day 5: Update your email signature and your link-in-bio page.
- Day 6: Read your last week of content aloud. Does it sound like one person?
- Day 7: Post one piece that shows your voice at its best.

What Comes Next

You now have the start of a documented voice. That is a real asset.

When you are ready to go deeper, **The Brilliant Brand Voice & Positioning Guide** takes you through your full foundation, luxury positioning, voice pillars, tone map, messaging framework, word bank and a 30-day plan.

To get it, visit www.tiffanydiamondbranding.com or send a message to Tiffany Diamond Branding on Instagram.

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