Tone of voice

Finding the right tone of voice is essential to communicate with your audience effectively, particularly when it comes to B2B. A good tone of voice allows you to build a connection with your audience and demonstrates consistency and professionalism throughout your entire business.

Brands with a strong tone of voice can communicate who they are with just their style of content. So, how do you create and maintain a tone of voice that's right for your brand? Here's how you can get started.

Define your core values

Here are some of the core questions you should be asking yourself when it comes to establishing your brand's way of speaking:

What are your company goals?	E.g. Generate sales leads of greater quality.
Who is your audience?	Eg. ECommerce companies with more than $300K in annual revenue.
What differentiates you from your competitors?	
What products/services are you offering?	
What are your company values?	
What's unique about your company?	
What's the purpose of your content?	
What do you want your company to be known for?	

Define your tone of voice

One of the simplest ways to decide on your tone of voice is with a "what we are" and "what we're not" exercise.

Figuring out what kind of tone of voice you don't want your brand to have is just as crucial as the kind you do want it to have.

Fill out the table below by following the examples:

What we are	What we're not
E.g. Enthusiastic	E.g. Boring
E.g. Informal	E.g. Formal
E.g. Funny	E.g. Serious

As part of your tone of voice document you may also set out example paragraphs for each specific "what we are", demonstrating how it looks in practice.

Tone of voice guidelines

You want to ensure you have guidelines in place that all your employees can refer to when they're creating copy for your website, social media platforms, emails, etc.

It makes everything a lot easier as your company grows and your onboard more people if they have a helpful document to refer to when they need to know how to write for your company.

Here are just some examples of things you could specify in your tone of voice document:

Vocabulary to use	E.g. Forward-thinking, creative, innovative
Vocabulary to avoid	E.g. Furthermore, conversely, thereafter
Grammar rules	
Exclamation point usage	
Emoji usage	
Use of *italics*/bold	
Contractions	
Tense	
Capiltization	
Paragraph length/style	
Number styling	

If you want to get even more specific, you can outline words/phrases you want to avoid in your copy and provide suggestions for alternatives:

What to say	What not to say
E.g. Happy Friday, [Name]!	E.g. Dear [Name]
E.g. Buy it now	E.g. Take the next step