

my little brand voice toolkit

Woof!



A brand without a voice




is like a pizza with no topping!

BIN BLAND!

**THIS TOOLKIT
WILL HELP YOU DEVELOP
A TASTY BRAND VOICE
THAT GETS EVERYBODY TALKING**





**ESTABLISHING YOUR BRAND VOICE IS
ONE OF THE MOST IMPORTANT THINGS
YOU'LL EVER DO AS A BUSINESS**

**NOW, LET'S DISCOVER THE
INGREDIENTS THAT DEFINE
YOURS!**



SO, WHAT'S INCLUDED?

my little brand toolkit contains everything you need to help you develop a ***kickass brand voice*** that's instantly recognisable and gets everyone talking!

The following documents are included:

1. What is brand voice?
2. Why tone of voice is important
3. How to nail your brand voice in 8 easy steps
4. Exercise to identify your brand values
5. What is brand identity and brand personality?
6. Brand Personality Worksheet
7. Adjectives that you can use to describe your brand
8. Mini Branding Workbook
9. Ultimate Guide to your Brand Visual Identity
10. Guide to identifying your ideal customer
11. Customer Avatar Worksheet
12. Brand Voice Exercise
13. Brand Voice Worksheet
14. Brainstorming Sheet for Brand Voice
15. What is brand storytelling?

OTHER TOOLKITS



SUPERHERO BUSINESS TOOLKITS
FOR **SUPERHERO** FREELANCERS, SELF-EMPLOYED, ENTREPRENEURS,
SMALL BUSINESS OWNERS, COACHES, CONSULTANTS & VIRTUAL ASSISTANTS

✓ ~~get things done~~

Toolkits include digital marketing, pricing, content writing, social media, blogging, email marketing, branding, remote working toolkit, Virtual Assistant Toolkit, Freelancer Toolkit, Etsy Sellers Toolkit, mental health first aid kit & much more!

GET YOUR DUCKS IN A ROW & SUPERCHARGE YOUR SALES IN 2022!

I've also done a few other toolkits to help freelancers, self-employed and small business owners get stuff done including freelancer toolkit, VA toolkit, remote working guide plus digital marketing, branding, blogging, content writing, social media content planner, little mental health first aid kit, email marketing toolkit and an Etsy Sellers Guide.

You can have a gander here: <https://bit.ly/2XSgORd>

GET IN TOUCH

If you have any questions about the toolkit or would like any help with nailing your brand voice, content writing, blogging, copywriting, digital marketing or general VA support please email annie@bijouconcierge.co.uk.