

TO THE PEOPLE DOING GOOD,

We're glad you're here. If you're building your brand voice for the first time or updating an old one, it can be hard to know where to start or what works. That's why we created [The Good Start: A Brand Voice Checklist for Mission-Driven Impact](#).

Brand voice is the language used to communicate with your audience. It brings together your brand's personality, values, mission, and audience.

An authentic brand voice helps organizations stand out in an otherwise crowded arena. It amplifies your mission and connects you to your audience. Ultimately, it shapes how people see and understand your organization.

This checklist isn't a substitute for a full brand voice strategy or expert guidance. It's simply an accessible starting point.

As you develop your brand voice, use this checklist whenever necessary to guide your future communications. We're here to support you in making a positive impact.

FOR GOOD,

Keener &
Company

KEY:

0-7 Checks:

You're off to a very good start. Working with experienced communicators on the basics of brand voice will help you create messages that clearly share your mission.

8-14 Checks:

You already know the basics. Now, let's turn your attention to your strategy. Look at the boxes you haven't checked yet; they can help you identify the greatest opportunities for impact.

15+ Checks:

You have a solid understanding of brand voice. Build on your strengths by combining your foundation with clear brand messaging, a solid strategy, and extra support.

1. FOUNDATION

A strong brand foundation gives your brand the clarity and consistency it needs to grow. Considering your brand story, pillars, commitments, and audience will allow you to develop a solid audience base.

- ☐ Your brand voice is an extension of your brand story, rooted in your purpose
- ☐ You've laid the foundation by identifying your organization's key pillars: mission, vision, and values
- ☐ You've outlined commitments that shape your decisions, actions, and the way you communicate with your audience
- ☐ You know your target audience. Everyone on your team knows who to reach and where to find them

2. MISSION

A clear mission gives your brand direction. Your brand voice helps share that direction in a way your audience understands.

- ☐ You consider your mission when deciding how to talk about your work
- ☐ Your mission shapes your brand's personality. The voice and tone you choose match your main goal
- ☐ Your mission helps you reach your audience. Your brand voice makes it easier for people to relate to you
- ☐ Your brand voice amplifies your mission and makes it easier for you to have a bigger impact

3. VALUES

Values reflect what your brand believes. Commitments define what your brand is responsible for. Together, they help your audience understand what your brand stands for.

- ☐ Your values help ground your brand
- ☐ There is a clear distinction between your brand's values and commitments
- ☐ The language you use reflects your brand's values

4. CONSISTENCY

Consistency helps bridge the gap between your brand messaging and the people you serve. When you are intentional about your brand voice, you'll naturally communicate more consistently.

- ☐ Every time you communicate with your audience, your brand voice comes through
- ☐ Your team understands the language and tone guidelines you created, which makes it easier to use them when communicating
- ☐ You've identified frequently used words and phrases you want to communicate—as well as the ones you want to avoid

5. CONNECTION

Connecting with your audience takes real effort. It requires intentional communication that builds trust over time and helps you stand out among many other organizations. Having a solid brand voice allows you to do both.

- ☐ Your brand voice helps build trust and connection with your audience
- ☐ Your brand voice is recognizable and reliable
- ☐ You communicate your message clearly to your audience, and they understand the difference you want to make

6. PERSONALITY

Giving your organization its own dedicated brand voice is an opportunity to develop characteristics and traits—ones that would immediately resonate with the people you serve.

- ☐ Your brand has its own personality, made up of different characteristics and traits
- ☐ You understand the difference between brand voice and tone of voice
- ☐ Your personality is consistently true to who you are, making it easily recognizable
- ☐ You've identified a balanced set of brand tones, each with a clear description and purpose