

TOP TIPS



for establishing your tone of voice

Here are a few ideas to consider when you're working on your tone of voice:

- How well do you know your customers? You're trying to start a conversation so you need to get to know them! What do they enjoy? What's their lifestyle like? What other brands do they buy from?
- What are they struggling with? What issue are you going to address and resolve for them?
- Talk to your customers. Not about them!
- Not everyone will want to work with you. And that's ok. Focus on being the perfect thing for some people rather than being something for everybody. Find the people you're an ideal fit for and talk directly to them.
- What language do your customers use when they're talking about the problems you can solve? Reflect their words back at them in your messaging.
- Consistency is key. You're asking people to get involved in a relationship with you. This conversation is an ongoing process of building trust and connection.
- Be yourself. Let your website and your online content work for you, giving people a sense of what you're really like so when they get on a call with you, you'll feel like a familiar, reassuring presence to them.
- Ditch the jargon. It's not impressing anyone and it might just put them off!
- Word of mouth is a hugely powerful marketing tool. But people can't talk about you if you don't give them language that they feel comfortable using.
- What are the top five phrases you want people to use when they're talking about you? How can you shape your content to include them more?

Above all, you're looking to build a connection with your customers. Without connection, you can't convert.



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