

# What Is Your Brand Voice Saying About You?

*Your brand should be unmistakable.*

Your brand voice should speak clearly to who you are, who you want to be, and who you will be for your customers. It's a big deal!

Ask any employee: "What 3 words describe our brand?" If you get silence – or 37 different answers – then it's time to clarify. Think of the answers you received from employees, the way you think your customers would define your brand, and the way you want your brand to be defined.

## **Ask Yourself:**

- Are these words different from our competitors'?
- Do they match how we want to be perceived
- Would a customer feel these in every interaction?

At CarneyCo, we have a process to home in on your true brand voice in a way that has the extra benefit of building alignment and buy-in throughout your organization, efficiently and effectively. Make sure your brand is saying the right things about you.

## **Let's Talk.**

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