

ACTIVITY

Define your business personality

WHO ARE YOU?





Your business should have a personality and a specific and unique tone of voice. Remember, your brand is a consistent tone of voice across all platforms.

Every piece of content or communication from your business should sound like it is coming from the same person, with the same messages, values and personality characteristics.

Spending time to develop a crystal-clear picture of what your business' identity is will make a world of difference when developing your marketing collateral across all platforms including your website, EDMs and social media.

This activity once completed will act as a cheat sheet for all parties invested in your content strategy's success. It will help them to understand exactly how to communicate with your ideal client and what kind of messaging and values you want to portray.

There are a bunch of different question prompts out there to define your business personality, however we believe in keeping it simple. Asking these questions will help form a complete picture specifically for your content marketing team.

We've included an example brand personality we use for Five by Five for your reference, accompanied by a blank column for you to have a go at your business' tone of voice.

ACTIVITY

Define your ideal client avatar

CONTINUED



Here's an example personality we use

Define your business personality

What are the key phrases or words that align with your brand?

Great looking, high performing websites
Complete digital solution
Fully customised web and digital strategy
Boost your traffic
More leads and enquiries
Results driven
Co-pilot approach

Can you describe the voice of your brand as a person? Eg. young professional, quirky, funny, out there, serious, all about business etc.

Witty, Fun, Professional, Inspirational, Accessible, Authentic, Capable, Collaborative, Dynamic, Experienced, Fearless, Knowledgeable, Positive, Passionate, Polished, Strategic, Trustworthy, Youthful

Who is your ideal client/target audience?

Our clients are small to medium business owners that are turning over \$1 million in revenue located all around the world.



Now try defining your business personality

Give it a go

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EXERCISE



Here's an example personality we use

Define your business personality

How would you describe your values as a business?

Results, Having Fun, Transparency, Respect,
Accountability, Integrity, Sustainability, Honesty

What words would you like to use as a CTA? Eg. chat to us, come say hi, enquire now, to speak to an expert

One of ours is "make the first move today".

What is your number one priority when it comes to delivering? Eg. speed, budget, quality, communication, customer service, uniqueness

Customer service and results.

Thinking of all of your answers above, could you encapsulate your business as a famous person? Choosing a famous person that most people know allows you to easily describe your business to internal and external people so that you are working towards the same vision for brand consistency.

Five by Five's personality can be likened to that of Elle Woods, from Legally Blonde - coming from left field here aren't we?! All of our communications need to be spoken or read in the tone of being light-hearted but knowledgeable, witty but polished and finally, youthful but professional.



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Give it a go

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ACTIVITY COMPLETED

Well done!

NEED DIGITAL? FIVE BY FIVE IS DIGITAL

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