

AUTHORIZED EXCERPT FROM

beyond brand voice

THE ALIGNED GUIDE TO BRANDING,
COPYWRITING, CONTENT CREATION,
AND BUSINESS GROWTH FOR SOLO
ENTREPRENEURS

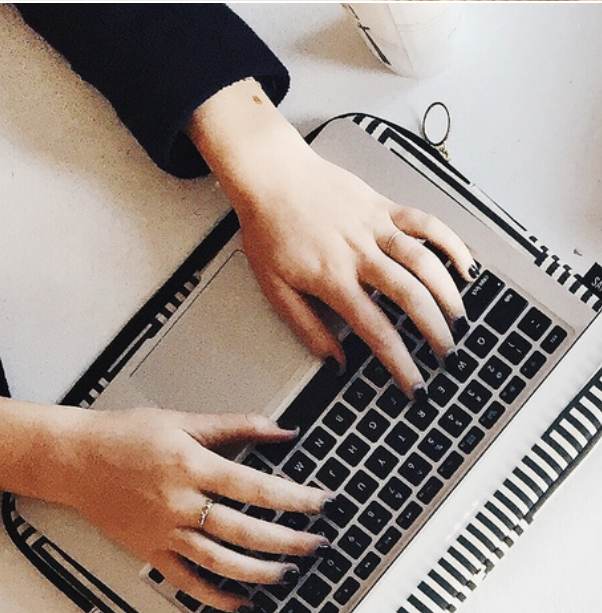
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CLEAR QUARTZ
CREATIVE



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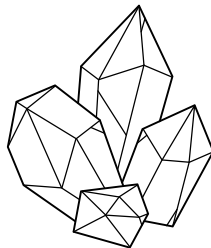


I M P L E M E N T W I T H I N T E N T I O N

Now that you're holding this book in your hands, you've become part of a community of business-builders who regularly take aligned action. Here's to entrepreneurship feeling less lonely!

Join me for free implementation gatherings to connect with others sharing the experience of working through this book. Get your questions personally answered by me and stay motivated on your journey.

Email hello@clearquartzcreative.co and I'll personally send you the link to the next call, and visit clearquartzcreative.co/everything to access the current schedule.



You get to decide how much your voice will reflect you personally. Which elements from your own life will you incorporate as you clarify your voice?

If you prefer to stay separate from your brand, feel free to skip this page and move on to the next. If you're on the fence, read on...

bringing the *personal* into your brand

WHY COMMUNICATE 'YOU' WITHIN YOUR BRAND?

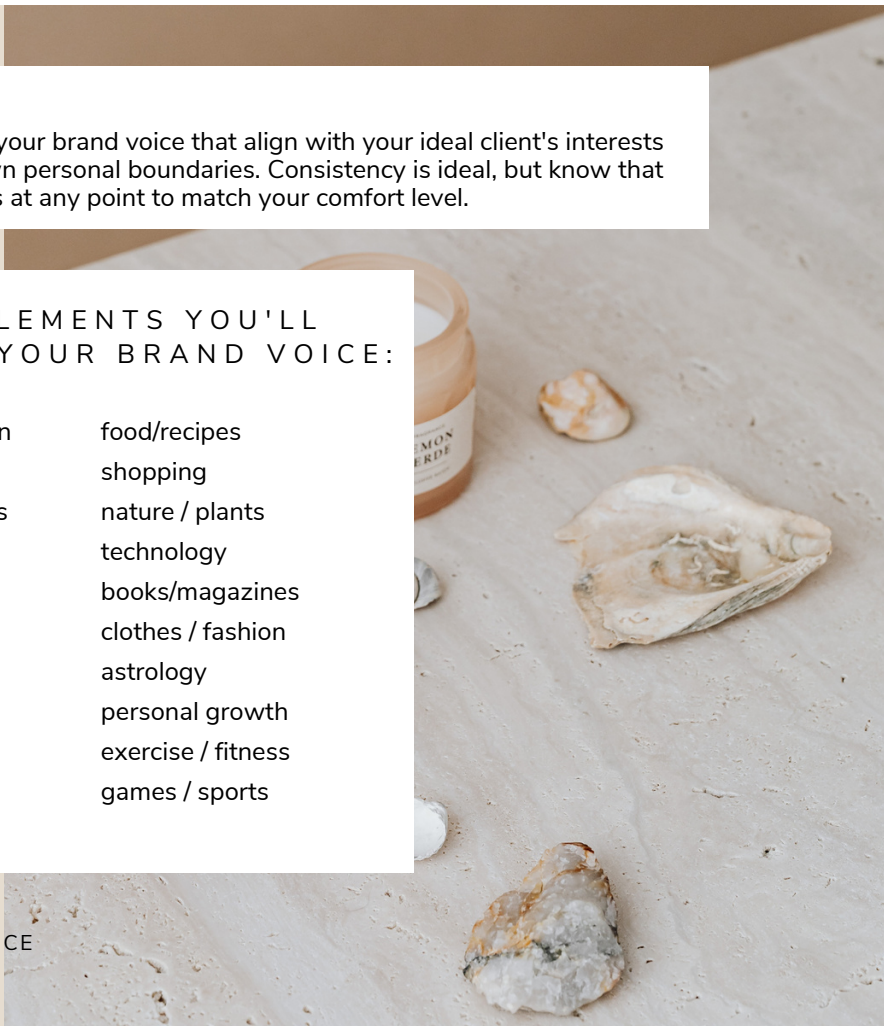
- including personal/individual aspects can help you to form a more authentic and complete connection with clients
- potential clients will be better able to start conversations with you about related interests
- deciding once and for all which personal aspects to include means no more "I don't know how much or what to share" analysis paralysis
- showing up as more of who you are leads to more enjoyment as you communicate in your business

of note

Only bring topics into your brand voice that align with your ideal client's interests and adhere to your own personal boundaries. Consistency is ideal, but know that you can make changes at any point to match your comfort level.

CIRCLE 3+ ELEMENTS YOU'LL INCLUDE IN YOUR BRAND VOICE:

- | | |
|-------------------------|--------------------|
| family/partner/children | food/recipes |
| home/community | shopping |
| celebrations / holidays | nature / plants |
| office / workspace | technology |
| tv shows/movies | books/magazines |
| pets | clothes / fashion |
| self-care / wellness | astrology |
| beliefs / faith | personal growth |
| hobbies | exercise / fitness |
| rituals / habits | games / sports |



expand on your personal brand topics

Let's elaborate on the topics you circled on the previous page. Using the ideas on p. as an example, brainstorm a few ideas for each personal brand topic that fit with the rest of the brand voice you've determined for your brand. This isn't a commitment to sharing on these topics all the time, but rather a list you can draw from as you begin to integrate your own personality into your content and copywriting.

EXAMPLE:

SELF-CARE / WELLNESS TOPIC FOR A FAMILY OPTOMETRIST

- eye-friendly cookbooks, meal plans, family dinners, and recipes I've tried myself
- my personal desk setup and screentime management rituals and routines
- importance of quality sleep / sharing statistics from sleep app and smart sleep wearables
- how I end each day with gua sha around eye area
- lighting reviews of various community spaces with a focus on adequate lighting for reading and screens
- reminders to take supplements and vitamins that encourage optimal eye health

TOPIC ONE:

TOPIC TWO:

TOPIC THREE:

brand-specific niche vocabulary

Let's get even more specific! Which exact words do you use to refer to your brand and niche? What 2-4 word phrases do you find yourself using often? **Identify some short sentences** that are easily identifiable as being 'so you!' and list them below - you can even include favourite sayings and the emojis you use most often. What we want to unearth is your own **personal vocabulary**.

If you're stuck, your emails, DMs, and social proof questionnaires can be a great source to spy on yourself!

example:

COOKING CLASS
TEACHER

cooking technique
kitchen equipment
ingredient substitutions
how to follow a recipe
food trends
healthy eating
confidence in the kitchen
dinner parties and hosting
enhancing the dining experience
beverages, wine + cocktails
shopping farm to table

YOUR LIST -

WORDS AND PHRASES THAT ARE VERY 'ME':

To write and speak with confidence, it's crucial that you work on increasing your know, like, trust factor with yourself. Learn how right here!

nurture your know, like, trust

know

the situations where you're naturally better at drawing out your voice. If you communicate better after taking some time to recharge alone as an introvert, go with that. But if you have more access to your voice after a group call that pumps you up, listen to that, too.

Once you know what works for you, create those conditions so that you're communicating in flow rather than in opposition. You'll feel so much better!

like

the words you write. I mean, really commit to it! Be grateful to yourself for all of it: the 3-word captions, the first drafts, the lengthy paragraphs you edit down, and the lines you love. Start telling yourself you like what you write, and you'll immediately feel more settled in your brand voice. You can make it happen with the power of your mindset, so why not start right now?

trust

your internal barometer. If you feel comfortable as you're typing or sharing, learn to rely on that feeling as a sign of alignment. Just as importantly, when you feel truly uncomfortable, trust that indication of non-alignment and change how - or what - you're communicating.

It's only by developing a pattern of listening to yourself that you'll begin to feel more comfortable using your voice.





build your brand voice one-pager

You now have everything you need to fully bring ideas to implementation and embody your brand voice.

Note: Ensure your device is logged into Google Drive before accessing this template.

Whether you use the QR template or a document or spreadsheet of your own creation, you're officially ready to transfer the elements of your brand voice from within these pages to a more complete version that lives online. This will become your one-pager, and can be printed for reference as well as kept online.



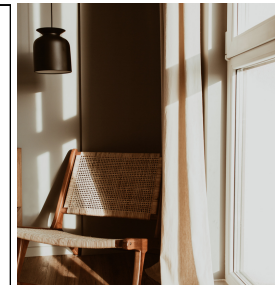
Completion is powerful. You owe it to yourself... take the work you've done throughout part one and convert it to a complete brand voice you can use for your own reference and to hand off to your team, contractors, coaches, and service providers. Now that you see it all together, you may wish to make edits or additions when ideas are sparked.

Your one-pager will consist of seven sections. Flip back through part one to gather the information you've written and transfer it to your document for each section listed here:

1 GUIDING WORDS

Refer to p.23.

Your guiding words represent the alignment between your values and your voice. In your document or the online template, fill in the words from the six sentiments exercise on p.23.



2 BRAND VOICE STORY

Refer to p.24-26.

Your brand voice story exemplifies the persona that your brand will sound like. In your document or the online template, copy your filled-in brand voice story from p.24-26.



3 BRAND TONE

Refer to p.27.

Your brand tone refers to the slight variations of your voice in different circumstances. If you've identified shifts in tone on p.27, mark them in your document or the online template.



4 BRAND MESSAGES/TAGLINES

Refer to p.28-30.

Your brand messages and taglines form the basis of your content strategy and copywriting style. In your document or the online template, list the brand messages you wrote on p.28-30.



5 BANNED BRAND VOCABULARY

Refer to p.31.

Your banned brand vocabulary consists of words and phrases you will not use to represent your brand. In your document or the online template, write the words and phrases NOT to be used by your brand from p.31.



6 PERSONAL BRAND TOPICS

Refer to p.33.

Your personal brand topics represent the elements of your own personality you're willing to share within your brand. In your document or the online template, transfer p.33's list of personal topics.



7 BRAND-SPECIFIC NICHE WORD LIST

Refer to p.33-34.

Your brand-specific niche vocabulary consists of words with which you want to be associated. In your document or the online template, copy your vocabulary from p.33-34.



IF YOU HAVE ONE MINUTE
TRY: BREATHWORK

Get in touch with your actual voice by focusing on your exhalations for one minute. Each time you breathe out, think "I am clear."

IF YOU HAVE THREE MINUTES
TRY: REREADING YOUR CONTENT

Instead of looking for inspiration outside yourself, go back to read something of your own that feels successful. Whether that's your contact form, a post that got lots of comments, or an email you sent that really touched a client, you're going to improve your mood from within.

IF YOU HAVE FIVE MINUTES
TRY: DAY IN THE LIFE JOURNALING

Write from your brand voice persona for a single day in the future. As if it were a daily diary, share what the day was like from the perspective of your brand voice's persona.

IF YOU HAVE TEN MINUTES
TRY: AFFIRMATIONS

Journal these on repeat:

My brand's narrative captivates audiences.
I write words that get my brand get noticed.
My copy sounds like me.
I am comfortable in my brand voice.
My clients connect emotionally with my brand messages.
I say what I mean and I mean what I say.
My voice resonates deeply with my audience's values.

IF YOU HAVE TWENTY MINUTES
TRY: CREATIVE PRACTICE

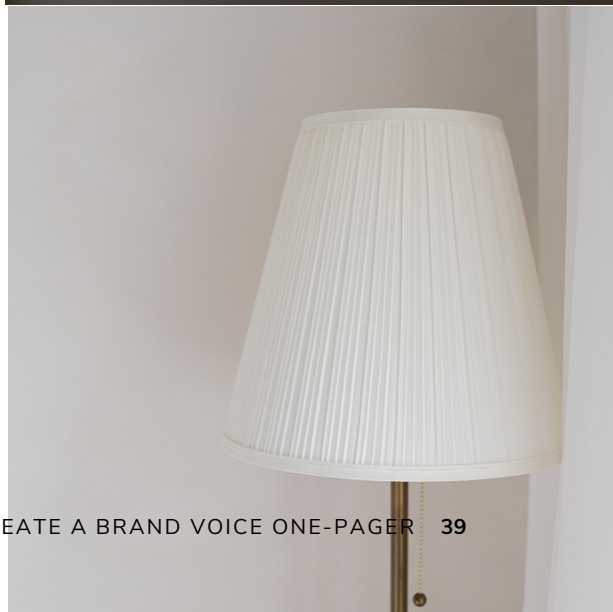
Write in a brand voice opposite from your own. Challenge yourself to write the same sentence in three different voice styles. Write in ALL CAPS. Use your opposite hand. Stretch yourself, and you'll gain a fresh perspective.

Brand voice mindsets

in part one *you...*

- BECAME INSPIRED TO CREATE YOUR BRAND VOICE
- LEARNED THE DIFFERENCE BETWEEN VOICE, TONE, AND MESSAGE
- CONNECTED TO YOUR IDEAL CLIENTS' HOPES & DREAMS
- SELECTED GUIDING WORDS
- WROTE A BEAUTIFUL BRAND VOICE STORY
- CLARIFIED YOUR POSITION ON BRAND TONE
- DISCOVERED YOUR MOST MEMORABLE MESSAGES
- PRACTICED WRITING TERRIFIC TAGLINES
- DEFINED YOUR BANNED BRAND VOCABULARY
- CHOSE PERSONAL ELEMENTS TO INCORPORATE INTO VOICE
- IDENTIFIED NICHE-CENTRIC WORDS
- BUILT A ONE-PAGER YOU'RE PROUD OF

That's so much to be proud of! (I know I'm proud of you!) Take a moment now to appreciate yourself for who you were, who you are, and how far you've come. Then, when you're feeling ready to move on to part two, turn the page.

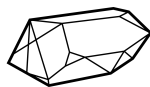


THANK YOU FOR READING THIS EXCERPT!

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IS AVAILABLE FOR PURCHASE ON 02/23/24!



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