

BRANDING

THE BRAND VOICE AUDIT WORKSHEET

A cross-department check for messages that are clear, human, useful, and impossible to mistake for everyone

AUDIT ONE REAL MESSAGE

Choose an email, web page, proposal, job post, service response, invoice note, voicemail script, or internal announcement. If customers or employees see it, it counts. Yes, even the auto-reply nobody has touched since 2019.

Message or touchpoint

Who receives it?

What job does it need to do?

STEP 1: SCORE THE CURRENT VERSION

WHAT TO NOTICE	1	2	3	4	5
FAST Can the reader find the main point in ten seconds?	☐	☐	☐	☐	☐
PLAIN Does it use words the audience naturally uses?	☐	☐	☐	☐	☐
SPECIFIC Could a competitor copy and paste it unchanged?	☐	☐	☐	☐	☐
HUMAN Does it sound like a person with a pulse?	☐	☐	☐	☐	☐
HELPFUL Does it answer the concern behind the question?	☐	☐	☐	☐	☐
ON-BRAND Does it reflect the personality and standards you claim?	☐	☐	☐	☐	☐
CLEAR NEXT STEP Does the reader know what to do now?	☐	☐	☐	☐	☐
PROOF Does it show evidence instead of tossing out a vague claim?	☐	☐	☐	☐	☐

TOTAL SCORE

RED FLAGS

Jargon. Acronym soup. Passive voice. Generic praise. A vague apology. Too many choices. No owner. No timing. A paragraph that needs trail mix and emergency flares.

STEP 2: FIND WHERE YOUR VOICE WENT MISSING

Check every issue you can see. Be honest. The beige already knows.

- | | |
|--|--|
| ☐ Sounds like everyone else | ☐ Explains too much |
| ☐ Too formal or polished | ☐ Feels cold or automated |
| ☐ Uses insider language | ☐ Hides ownership |
| ☐ Leads with us, not them | ☐ Leaves the next step vague |
| ☐ Makes a claim without proof | ☐ Tries to be funny at the wrong time |

The one sentence doing the most damage

STEP 3: REWRITE IT LIKE A REAL PERSON

Original language

New version

A USEFUL FORMULA

What happened + why it matters to them + what you recommend + what happens next. You can use this for marketing, service, leadership, sales, HR, or the email announcing that the printer is possessed again.

STEP 4: TEST THE WHOLE EXPERIENCE

One good message will not rescue a confusing experience. Check the places where the same promise should sound and feel consistent.

- | | |
|---|--|
| ☐ Marketing or public message | ☐ Problem escalation message |
| ☐ Sales or intake conversation | ☐ Internal employee communication |
| ☐ Proposal or pricing document | ☐ Follow-up or close-the-loop message |
| ☐ Service or support response | ☐ Automated confirmation or reminder |

Where does the voice break down?

Who owns the fix?

What changes first?

By when?

FINAL DECISION

KEEP it. REVISE it. RETIRE it. Or replace the whole messy process with something a normal person can actually follow.