

Word Flex

The protein shake for your inbox



Hi ,

Let's talk about your voice.

Brand voice, that is.

Have you thought about how your brand sounds?

What type of personality it has?

When I'm getting to know a project one of the vital questions I ask is, what's your brand's tone of voice?

If a client doesn't know, I'll suggest creating a tone of voice guidelines.

Why?

Because it's pretty hard for a writer to create messages that are on-brand if you don't know what on-brand sounds like.

So if you haven't a clue what your brand voice is, let's find out.

Pretend your brand is a person.

Let's call them Brandy.

You're meeting Brandy at a café today. You spot Brandy walking down the street towards you.

What clothes is Brandy wearing?

What music are they listening to on their phone?

How do they walk? Swagger, small shuffles, running?

Now imagine Brandy stops in front of you and says...

Oh um, hi.

What's up, dude?

Nice to see you again.

Did you order my coffee yet?

Whatever they say, it doesn't matter, as long as it sounds right for your business.

Spend some time talking to your brand.

Like characters in a novel, they tend to have a mind of their own. So get to know them.

Your communications will become stronger, create deeper reactions and more consistent.



What's happening?

It's time to test your brand voice out.

In recent months the below topics have exploded. Hot topics provide opportunities for high engagement.

So look at the topics below, decide which stance your brand will take on them and get talking.

- Vizzy, an alcoholic carbonated beverage hit over 12,100 searches. To Vizzy or not to Vizzy?
- Shin splints had 246,000 searches. Looks like a lot of people need help with their running style, footwear or warm-up routine.
- Oatmilk had a sudden surge of popularity, reaching 165,000 searches. Time to weigh in on the old which milk is better debate.
- Innovate and interactive fitness mirrors are gaining a lot of attention with 450,000 searches in the past month. Will we all have these smart mirrors installed in our homes by 2030?

Chat about these topics in your socials, write a blog post or do a case study. Jumping onto trending topics is a great way to get seen.

Backlink Op

This week's backlink opportunity comes from [Lotus Flow3r](#). Create an inspirational article covering lifestyle, beauty, fitness, health, yoga or wellness

to feature on their blog. Make sure it's between 1000-2000 words and check out their guidelines before submitting.

Gaining backlinks from sites with a higher Domain Authority (DA) improves your SEO and increases your chances of ranking higher in the search results. DA scores run from 1-100, 1 being the lowest.

The Lotus Flow3r's current DA is 49 so gaining that backlink will give your site a lovely little boost.

I love getting to know brands, so hit reply and tell me your brand's voice and personality.

You already know mine 😊

Chat soon,

Kara

P.S. Want to see more from me? Head on over to my [Insta](#).



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Not loving the flavour of my emails? Totally fine, just click below if you've had enough.

[Goodbye Word Flex](#)

