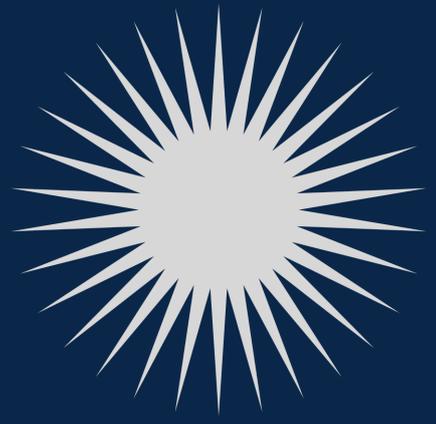


Brand Audit



Brand Voice Audit

- Describe in five words
- Identify brand tone
- Compare with competitors

Brand Voice

- Define your voice
- Identify key adjectives
- Understand your tone

Brand Adjectives

- Assess your style
- Determine the right tone
- Analyze competitor voices

Your Brand

- Collaborate with team
- Gather insights regularly
- Establish a timeline

Tone of Voice

- List your actions
- Set your goals
- Plan next steps

Voice Comparison

- Share your findings
- Keep refining voice
- Align with brand mission

Action Steps

- Review feedback often
- Revise your strategy
- Engage with clients

Create & Grow

- Know your audience
- Find brand differentiators
- Stay consistent

Competitor Voice

- Use positive language
- Ensure clarity and engagement
- Reflect your values

Worksheet Details

- Create engaging content
- Foster strong connections
- Build lasting impressions

Next Actions

- Monitor your progress
- Adapt as needed
- Celebrate achievements