

# Establishing Your Brand Voice

When working to establish your brand voice, it's helpful to use what I call the 3-D approach to brand voice. Define, differentiate, and then describe your brand by answering the following questions:

## 1. Define

What does your company do? What is your mission?  
What does your company represent?

## 2. Differentiate

What do you offer that others don't? What sets you apart from the competition and makes your company unique?

## 3. Describe

What are the qualities your brand possesses?  
What emotions do you want your brand to evoke?