

Video 3: “Finding Your Voice” Worksheet

Lesson overview: In this lesson, students will consider how and where they want to present their brand online by crafting their voice.

If your brand was a person, what kind of personality would it have?

If your most loyal customers described your brand, what would they say?

Describe in adjectives what your company’s personality is not.

Are there any companies that have a similar personality to yours?

Describe the voice and tone of your company’s marketing personality using adjectives:

What single trait will help separate your brand from the rest on social media and why?