

# Grand voice agency

Language exploration

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# 1. Key themes

- Find your brand voice
- Brand language
- Flat fee
- Specialist
- Experience
- Fast
- Save on brand consultancy/big agencies
- Importance of brand language – not just image

## 2. Brand manifestos

# ‘ How a brand speaks is as important as how it looks ’

OK, you've hired a designer to create your logo and identity.

It's looking beautiful: tasteful colours, smart icons, cool typography.

So who's writing the words? The designer? You? An internal brainstorming group? If the answer to any of the above is yes, you're not taking this seriously enough.

The voice of your brand is a key element in your identity and deserves care, time and talent.

There are a hundred ways you could go: informal or traditional, snappy or flowery, hard sell or seductive, humorous or earnest. Maybe you won't know what's right until you see it.

## **That's where Brand Voice can help.**

We're a collective of senior copywriters and marketing strategists skilled in creating the voice of a brand from scratch or as an evolution.

We can take your brand strategy and express it in a number of different ways.

We write manifestos (like this one) to flesh it out and provide a resource of useful phrases.

Memorable ways of summing up your offering. Provocative sentences that help you stand out.

And because we're very experienced, we do it all very quickly and without fuss, so you can go from a blank page to a full technicolor set of phrases and guidelines very quickly.

How a brand speaks is as important as how it looks. How important is yours?

# ‘Discover your brand voice. Not a breathtaking invoice.’

What should your brand language cost? Well, how long is a piece of string?

You can easily spend tens of thousands, depending on the type of agency or consultancy you choose. There are hundreds of companies out there lining up to take your money off you, in return for a slick presentation and an eye-watering fee.

**At Brand Voice we believe your brand identity is your fortune.  
But it shouldn't have to cost you one.**

With us onboard, you get senior, experienced people working on your brand for a fixed flat fee. It means you know you're getting top quality work, you know you're getting solutions fast, and you know what you're getting into before you get into it.

Our experience and flat-fee pricing model mean we get to the right place faster, rather than dragging out the process to maximise a day rate.

Even compared to the running costs of an in-house writer or contractor, we're great value.

Discovering your brand voice is crucially important. Without it, you'll be generic, irrelevant, lacking impact. With it, you'll always know when something sounds like 'you'.

Isn't it good to know you can find your voice for a lot less than you thought?

# ‘ Every brand has a voice. Make sure yours is heard. ’

By default or design, every brand has a voice.

The way you describe your business, the services or products you offer, the way you interact on social media, how you write press releases – they all add up to a personality.

Sadly, all too often they add up to a lack of personality. Unless you’ve put a lot of thought into the way you write and speak, your brand may be flavourless, generic, unmemorable.

It’s funny, because everyone seems to care about how their brand looks.

**At Brand Voice we believe that beautifully crafted design  
deserves beautifully crafted language.**

That means being aware of what your competitors are saying, but not replicating it.  
Flagging up the service you offer and the category you belong to, but not slavishly following  
a set of imagined rules set by the brand leader.

Above all, it means finding a voice that not only feels like ‘you’ but sets you apart.  
That allows you to have your own take on generic claims while letting your uniqueness shine.

Don’t make your brand voice an afterthought. Talk to Brand Voice Agency about how  
we can help you find it quickly, painlessly and – with our flat pricing – at a much lower cost  
than most agencies will rack up.

Every brand has a voice. In rapidly evolving world of multichannel communication,  
let us make sure yours is heard.

# Find your brand voice for £4k. What's the catch?

Invoices from consultancies are almost never only four-figure ones.

Brand work can easily cost tens of thousands once you start.

**At Brand Voice Agency, we've made finding your brand voice more affordable.**

So what's the catch? Do we clobber you with some hidden fee? Lock you into an ongoing subscription? Send back something that's rushed and substandard? No, no, and never.

£4000 means exactly that. You only commit to one flat fee, and we cover a surprising amount of ground in 7-14 days, supplying you with an organising thought, a manifesto (like this), a range of headlines, and some TOV guidelines.

We believe the right work comes out of having the right conversations.

That's why we make ourselves readily available via phone, email, Slack, Zoom, Teams, Google Meet – whatever suits you.

If there is a catch, it's that we need a clear picture of your offering. But don't worry if you haven't done the groundwork – we're happy to quote on providing brand strategy, audience research and proposition testing.

Once you have a strategic platform in place, we crack on with your brand voice.

In many cases we solve it in one week. In others we uncover strands of thought the client wants to tease out further. Whatever the case, our flat fee, low commitment offer stands.

**No quibbles. No weasels. No catch.**



# “Our commitment is total. Yours is four grand.”

Brand voice is what we do. It's our passion, our area of expertise and our living.

We're here to help you stand out in a busy world,  
with a way of speaking that fits comfortably with the products or services you offer.  
But also helps you stand apart from the comfortable generic platitudes of the pack.

Sentences that catch the eye and capture sales. A tone of voice that creates consistency between every channel  
from advertising to your website, social media to presentations.

And a resource of phrases that anyone who writes on behalf of the brand can dip into.

**We're 100% committed but we only ask you to commit to a minimum flat fee,**  
of £4,000+VAT. There's no commitment beyond that and no additional fees.

Working with senior, experienced people means it's more likely to be right first time. After just 7-14 days, we'll supply  
a language exploration document featuring an organising thought, a manifesto (like this), a range of headlines,  
and some TOV guidelines. .

Some of our clients are happy to stop at this point. Others choose to continue the process,  
asking us to apply the thinking to comms, for example their website copy.

**Before you commit to a more expensive agency, talk to Brand Voice Agency  
and discover a different level of commitment.**

# 3. Headlines

a) Price

Discover your brand voice.  
Not a breathtaking invoice.

Your brand's voice.  
Spoken without the choking cost.

Looking for distinctive brand language?  
Start with 'fixed weekly fee'.

Our fees are flat. **Never our writing.**

Flat fees. Writing that's anything but.



Find your brand voice for £4k.  
What's the catch?

Pay for your brand voice.  
Not someone's fancy Shoreditch office.

**b)** Good writing

Don't ruin your beautiful designs  
with ungainly language

Designers write headlines that fit the space.  
Ours fit your brand.

Does your brand sound like it was written by a [#302/html.directory](#)?

Don't fill your beautiful designs  
with dull language.

Beautifully crafted design deserves  
beautifully crafted language.



You and every customer/reader in the target profile set can spot a headline that **didn't get written** or ideated by a professional communications solutions provider.

## c) Importance of a brand voice

Everything you write or say reflects on your brand. **No pressure, then.**

Confident brands **never lose**  
**their voice.**

Mind your language.

Every brand has a voice.  
Make sure yours is heard.

If you sound like everyone else,  
who's going to remember you?

Nike understand that a swoosh on its own doesn't just do it



McDonald's golden arches are likeable.  
Paired with the right words, **I'm loving it.**

Tesco know design isn't enough.  
The right words ensure **every little helps.**

d) Speed

We solve your brand voice while most agencies are still fiddling with their 'brand onions'.

In the time it takes most agencies to get back to you, **we've found your brand voice.**

Why settle for a brand voice that's weak?  
Find a strong one in just over a week.

One strong brand voice.  
One to two weeks.

Our commitment is total.  
Yours is £4k.



We're committed to finding your brand voice.  
You're only committed to £4k.

This time next week you could be  
speaking with a different voice.

## 4. Straplines

# Brand voice agency

How a brand speaks is as important as how it looks

# Brand voice agency

Find your brand voice, not a breathtaking invoice

# Brand voice agency

If you care how you speak, we should talk

# Grand voice agency

Find your voice for a one-off flat fee

## 5. TOV guidance



# Words to describe how we speak

Confident

*Elegant*

**Clear**

Helpful

Witty

**Professional**

Approachable

Intelligent

Challenging

## Words to use

Language  
Brand  
Personality  
Character  
Consistency  
Distinctive  
Differentiated  
Flat fee  
Experienced  
Fast

## Words to avoid

Solutions  
Ideation  
Communication tools  
Middleware  
Bandwidth  
Deliverables  
Scenarios  
Game changing  
Holistic  
Smart

## Do say

“At Brand Voice we believe your brand identity is your fortune. But it shouldn't have to cost you one.”

“This is your brand essence and no one else's and it's here to remind you – and the world – why your brand is different and better.”

“In a business, it can sometimes feel like the left arm doesn't know what the right is doing, e.g. your brand voice on LinkedIn is totally different to your advertising voice.

## Don't say

“At Brand Voice we make getting your brand voice sorted really cheap.”

“This is similar to the kind of thing other brands in your market say, and will help you blend in.”

“This is an actionable document that creates synergy across your organisation and alignment between deliverables.”