Brand Voice & Personality Audit Workbook

Is Your Brand Speaking
Clearly?
A Quick & Easy Brand Voice
Audit for Purpose-Driven
Entrepreneurs
✓ Identify gaps in your tone
and personality
✓ Realign your message with
your values
✓ Build trust and attract your
ideal audience

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Brand Audit

Hey purpose-driven friend,

You've put your heart into your brand—but is your voice doing your values justice?

Your tone, personality, and brand voice are the heartbeat of how you show up online. When they're aligned across every platform, your audience feels it—and that trust can spark real, long-term connections.

Review your current guideline, if you don't have any guidelines, you can't do an audit and your first order of business is creating guidelines.

If you do have guidelines in place, gather all of your brand's content that you've published and check each area where your tone, voice, and personality show up.

This quick audit will help you identify if your brand's voice is:
- Consistent across platforms,
- True to your values, and
- Resonating with the right people.

Let's dive in!

Brand Audit

Website vs Social Media Tone Review

To assess how your brand sounds across your core owned platform (website) vs your social channels, and determine if the tone shifts are aligned—or inconsistent.

Your brand's tone can adapt slightly depending on the platform, but it should always feel like you. This section helps uncover where things might be veering too far apart.

Side-by-side table format:

Element	Website	Instagram / Social Media
Voice sounds	["Professional but warm"]	[e.g. "Casual and fun"]
Tone is	[e.g. "Informative, calm"]	[e.g. "Witty, lighthearted"]
Message consistent?	□ Yes □ No	□ Yes □ No
Call to Action match?	□ Yes □ No	□ Yes □ No

Prompt: Does the tone shift feel intentional—or inconsistent?

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Prompts
- Does the tone on your website feel too buttoned-up compared to your relaxed social vibe?
- Are you more expressive or informal on Instagram than on your sales page?
- Do both platforms feel equally "you"?

If a new visitor found you on Instagram, then clicked to your website—would it feel like a smooth transition?

Your tone should flex naturally for the platform, but the **core voice and personality should feel familiar** no matter where someone finds you. For example:
- Website: *Warm, insightful, polished*
- Instagram: *Warm, insightful, conversational*

That slight tone shift is *intentional* and still *on-brand.*

Brand Voice Consistency Checklist

Platform	Is the tone consistent?	Does your personality come through?	Does the voice reflect your values?
Website	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Instagram	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
LinkedIn	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Emails	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Sales Pages	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Ads	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

Tip: If you find yourself ticking "No" more than "Yes," it might be time to refresh your tone of voice guide.

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Brand personality Scorecard

This scorecard helps you assess how clearly and consistently your brand personality traits show up across your core content platforms. If a trait is important to your brand but isn't coming through in your content, this section will help you spot and fix the gap.

Define Your Brand Personality- Circle or highlight 3–5 traits that best describe the personality of your brand. You can also add your own if none of these fit exactly.

Examples of brand personality traits:

- Friendly
- Bold
- Professional
- Quirky
- Calm
- Rebellious
- Playful
- Confident
- Minimalist
- Approachable
- Witty
- Caring
- Edgy
- Empathetic

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Score Visibility Across Platforms

How to Score (1–5):

Score	What it Means
1	Not visible at all. This trait is missing from this platform.
2	Slightly present, but not consistent or clear.
3	Shows up occasionally or in certain types of content only.
4	Mostly consistent and recognizable in tone and message.
5	Strong, obvious, and unmistakably present.

Fill in the Scorecard

Rate how well each trait shows up across your platforms, see example in table below:

Trait	Website	IG	Emails	Sales Page	Other
Playful	3	5	4	3	2
Confident	4	4	3	5	3
Calm	5	3	5	4	4

Tip: if your brand is meant to feel playful and confident, but your website is scoring 2s while your Instagram is full of energy and humor (5s), your website tone may need a refresh.

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Reflect and Realign

Answer these to reflect and reconnect with your brand's unique vibe:

- What 3 words best describe your brand's personality?
  - --
  - --
  - --
- Do those traits shine through on all your content?

  □ Yes □ No
- Where do you feel most confident in your tone?

- Where do you feel things sound "off" or inconsistent?

- Is your voice attracting the audience you truly want to work with?

  □ Yes □ No

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Take Action

If you spotted any mismatches, don't worry—it just means your brand is evolving.

Next Steps:

- Highlight the areas you want to improve.
- Revisit your brand's tone of voice guide—or create one!
- Audit your top 3 platforms and rewrite your bio or recent post to reflect your brand personality.

Want help aligning your tone with your mission? Let's work together to refine your voice and attract your dream clients.
Send an email to theecoscribe@gmail.com

Thank You!!

You care about doing business with purpose—and it shows.

Thank you for taking the time to reflect on your voice. The more aligned your tone is with your values, the more magnetic and memorable your brand becomes.

Keep shining,
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 Eco Scribe Digital