



Latest Episode

Classics: How to Translate Your Brand's Tone of Voice Into Messaging



Insight of The Week

Audit your existing materials.

Auditing is often part of the process at various steps when you are revamping your brand, and it is an important step here. It helps you identify areas where you might have been inconsistent or nonexistent when it came to and effective TOV. Materials come in all forms and can include: website copy, marketing materials, internal messaging/documents to employees, speeches that have been given, social media, ads, talking points for PR, etc. When you are auditing, look very specifically for:

- Messaging that does not match up/is said in a variety of ways. Pick one!
- Messaging that anyone could say- this is what we call 'commodity text'. If your competitors could say it, it shouldn't be there
- Messaging that fails to connect on an emotional level- again back to the commodity space and the important brand questions we always ask. Who am I? Why would you want me? How am I different?



ForthRight Women's Cohort

We are looking for experts and inspiring women to share their stories, insights, and expertise to our growing group of women who are part of our community at [@ForthRight.women](https://twitter.com/ForthRight.women). It is uncompensated, but you are allowed to promote your business. You will also be invited to be a guest on our FRw Podcast!

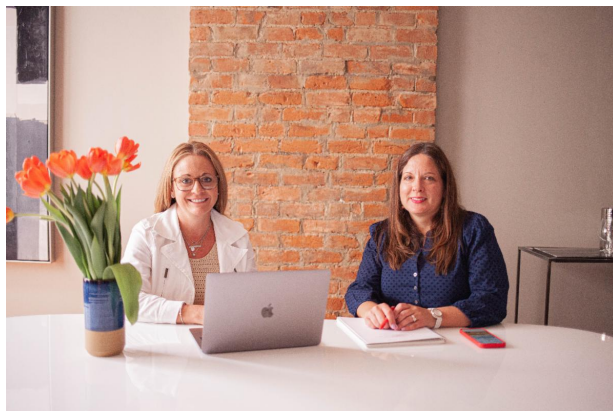


ForthRight People and Your Business

- Stand out in your industry and get more sales.
- Show you're different to attract and retain top talent.
- Build a brand that drives real business results.

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Interested? Email us at laura@forthright-people.com or fill out an application [here](#).



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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