

Checklist



How to create a tone of voice guide using artificial intelligence (AI)

When used correctly, AI can easily help you shape your brand's tone of voice. This checklist will walk you through building a guide that reflects your values and speaks directly to your audience.

1. Laying the foundation

☐ Define values and goals

- Start by outlining your company's values, vision, and mission.
- Describe your target audience, including their needs, expectations, challenges, and preferred style of communication.

☐ Gather existing, relevant materials

- Collect content like your website copy, social media posts, newsletters, emails, brochures, and presentations.

☐ Use AI to analyze text

- Use AI tools to find consistent writing patterns. Such as tone, sentence structure, and word choice.
- Example prompt:

"Review the text below using the following criteria:

- Tone (e.g., friendly, professional, inspiring)
- Language patterns (common word types like adjectives and verbs, sentence structure, repeated phrases)
- Emotions the text expresses
- Style of address (informal, formal, or neutral)
- Key style traits – list three examples
- Overall mood
- Audience most likely to respond well to this style
- Brand match – explain in one sentence how well the tone fits the brand

Text: [Insert your content here]"



2. Define your brand voice

□ Establish style and tone

- Choose words, sentence types, humor level, and formality that reflect your brand.
- Use industry terms only when needed, and explain them clearly.

□ Create Do's and Don'ts

- Do's: Terms and phrases that align with your brand's identity.
- Don'ts: Words or phrases to avoid, with reasons why.

□ Adapt to each platform

- Offer examples for different formats like social media, websites, emails, and printed materials.
- Clarify how the tone or structure might change based on the platform.



3. Apply and refine

□ Use real-life examples

- Add real messages from your company that show both strong and weak tone usage.
- Include at least one example for each rule in your guide.

□ Test with AI tools

- Have AI generate sample content in your chosen tone.
- Compare versions (e.g., professional vs. friendly) to find what works best.

□ Review with key teams

- Get feedback from marketing, communications, and leadership.
- Update the guide until everyone agrees it reflects the brand.



4. Rollout and maintenance

□ Finalize the guide

- Make it easy to follow. Use clear rules, real examples, and helpful checklists.
- Keep it visually appealing and easy to navigate.

□ Train and integrate

- Introduce the guide to your team and hold training sessions.
- Embed it into AI tools, templates, and content workflows and planning processes.

□ Update regularly

- Review at least once a year.
- Update immediately if your brand changes or you shift to a new audience.

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