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Voice Values Language Guide

CLICK HERE to access your complimentary *Discover Your Voice Values* self-assessment.

Inside, you'll find instructions for taking the assessment and details for sharing your Top 3-5 Voice Values (your Signature Mix) with your community. Feel free to use the hashtag #VoiceValues to share your findings.

This doc is a compilation of words and phrases that will connect you to your Voice Values. This is language your Right Person is likely to resonate with *more* than other types of language because it taps into her needs and desires. This list is neither prescriptive nor formulaic, but expansive and full of possibilities for ingenuity and originality.

Find the word lists for each of your top mix of Voice Values. Familiarize yourself with the language of each of your Voice Values, especially verbs (action words, i.e. generate, scaling, unfold) and adverbs (words that end in -ly that show how an action is performed, i.e. lovingly, liltily, roughly).

Accuracy

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-accuracy/>

Sounds like: veracity, correct, sharp, faultless, definitive, exact, meticulous, precise, strict, get it right, scrupulous, specific

Example copy:

- *Meticulous*, high integrity tax accounting for small and medium-sized businesses.
- Farley Shoes: You Better Step *Correct*
- We're your *definitive* source for rare antiques from the four corners of the globe.

Opposites: sloppy, imprecise, careless, counterfeit, easygoing, indefinite, inexact, lenient, vague

Audacity

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-audacity/>

Sounds like: boldness, courage, guts, adventuresome, dauntless, enterprising, fearless, intrepid, nerve, rash, valor

Example copy:

- Find your *courageous* essence.
- We're the *ballsiest* business babes on the web.
- *Nerve-y* reads for the *adventurous* readers.

Opposites: safe, careful, penned in, cowardice, fear, timidity, caution, careful, gentility, humility, meek, modest, reserved, yielding

Clarity

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-clarity/>

Sounds like: clear, streamlined, simple, easily perceived, uncomplicated, articulate, direct, distinct, lucid, overt, pure, tangible

Example copy:

- We keep business *uncomplicated*.
- Jill Fast is the copywriter you hire when you want *direct, clear, pure* prose.
- *Simply* elegant. *Effortlessly* distinct.

Opposites: complicated, muddy, hazy, complex, foggy, obscure, abstract, esoteric, difficult, nebulous

Community

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-community/>

Sounds like: group, tribe, crew, people, hub, neighborhood, commonality, in common, nation, company, public, society, territory, brotherhood, sisterhood, kinship, alliance, coterie, clan, comrades, clique, cohort, fellowship, fraternity, sorority, guild, league, union, interdependent, mutual, commune, cooperative, consensus, like/alike

Example copy:

- We take a *cooperative approach* with our customers.
- We're *like* you. *Your people* are our people.
- Find an *alliance* that works for you.

Opposites: dissimilarity, disagreement, independence, lone wolf, solo, standalone, rogue

Depth

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-depth/>

Sounds like: profound, layers, meaningful, expansive, extensive, intense, complex, descriptive, fathomless, rooted, wide

Example copy:

- *Don't be so easily defined.*
- We do an *extensive intake* in order to understand *what's most meaningful* to you.
- Truth is always *layered*.

Opposites: simplistic, prescriptive, shallow, surface-y, flighty, superficial

Enthusiasm

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-enthusiasm/>

Sounds like: eagerness, energetic, fervor, intense, passion, spirit, warmth, zeal, exhilaration, fervent, keenness, mania, mirth, oomph, pep, rapture, relish, verve, vivacious, zealous, evangelistic.

Example copy:

- Our customers *go gaga* for our *Vivacious* Service Promise.
- Many collectors feel an *evangelistic zeal* for *sharing their passion* for our products with others.
- Subscribe to my weekly newsletter and I'll *light up* your Inbox with *all positive energy*.

Opposites: apathy, coolness, indifference, lethargy, depression, lifeless, doubt, pessimism, weariness.

Excellence

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-excellence/>

Sounds like: greatness, merit, perfection, prestige, high quality, top of class, first in class, supremacy, virtue, eminent, preeminent, distinctive/distinction, fine, worthy, transcendent, terrific, amazing, wonderful/wondrous, marvelous, fantastic, superb, eclat, discriminating

Example copy:

- *Distinctive* events for *discriminating* clientele
- We offer *high quality* web design *atamazingly* cost effective rates.
- If there's such a thing as a *prestigehatmaker*, we're it.

Opposites: unimportant, imperfect, inferior, failure

Helpfulness

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-helpfulness/>

Sounds like: aiding, supporting, advocating, assisting, succor, relieving

Example copy:

- Friendly Family Pet Center: your first choice in *supportive* pet care.
- Our agency *advocates* for the downtrodden and forgotten.
- As a spiritual counselor, I often am my clients' *shoulder to lean on* in times of trouble.

Opposites: discouraging, denouncing, alienating, betraying

Innovation

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-innovation/>

Sounds like: change, novelty, cutting edge, deviation, introduction, last word, latest thing, leading edge, contemporary, mutation, newness, notion, shift, variation, wrinkle, about-face, growth, metamorphosis, transformation, see the light, futuristic, forward-thinking

Example copy:

- Your To Do list is ready for a *brand new view*.
- There's a *wrinkle* in the publishing landscape, and *forward-thinkers* need to know about it.
- Kessler Chiropractic: *transforming* your relationship to movement.

Opposites: custom, habit, rut, tradition, Old Guard

Intimacy

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-intimacy/>

Sounds like: knowingness, up close and personal, affinity, communion, confidante, familiarity, understanding, relationship, camaraderie

Example copy:

- Sign up for our newsletter to *get up close and personal* with Molly Jenkins & Co.
- We work for client relationships based on *natural camaraderie and mutual understanding*.
- We've got an *affinity* for style.

Opposites: disagreement, incompatibility, aloneness, isolation, rivalry, separation

Legacy

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-legacy/>

Sounds like: heritage, tradition, inheritance, birthright, estate, heirloom, throwback, retro, endowment, bloodline, lineage, stock, pedigree, rank, forebears

Example copy:

- I come from a *lineage* of feminist spiritual teachers who ascribe to the lineage of the Divine Feminine.
- A healthy body is your *birthright*.
- We couple *time-tested traditions* with new beliefs for a truly unique solution.

Opposites: parentless, first of its kind

Love

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-love/>

Sounds like: cherishing, embracing, nurturing, sweetening, snuggling, cuddling, petting, affection

Example copy:

- Let me *sweeten* the deal for you, *lovely*.
- Have you *loved up* your To Do list lately?
- When you *cherish yourself* first, you can *cherish* others better.

Opposites: indifference, coldness, antipathy, estrangement, isolation, loneliness, hatred, dislike

Playfulness

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-playfulness/>

Sounds like: frisky, frolic, jest, merrymaking, sportive, waggish, good natured, cheekiness, frivolity, impish, levity, mirth, fun, whimsy/whimsical, fanciful

Example copy:

- Is your business *getting cheeky* with you?
- Delores McFaddin's new women's wear line has an *impish* swagger in every detail.
- When you're ready for a *frisky* new 'do, Bob & Weave Salon is the place to go.

Opposites: serious, grave, taciturn, straightlaced, buttoned up, mature, behaved, depressed, dispirited, lethargic, humorless

Power

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-power/>

Sounds like: capability, capacity, influence, potential, skill, talent, aptitude, effectiveness, efficacy, powerful, empower/ed/ing/s, agency [as in, someone *has* agency], efficiency, efficient

Example copy:

- Hands-On Bookkeeping Service *empowers* small business owners to focus on what they do best.
- Let your natural *aptitude* shine through.
- Own your *capacity* for cool.

Opposites: impotence, inability, lack, weakness, failure, impairment, inefficient, subservient

Security

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-security/>

Sounds like: reassurance, protection, guidance, care, covenant, cover, defense, guarantee, guard, insurance, precaution, preservation, redemption, refuge, retreat, safeguard, salvation, sanctuary, shelter, surety, above water, at anchor, fireproof, guardian, harmless, high and dry, in safety, in security, invulnerable, on sure ground, on the safe side, out of harm's way, out of the meshes, protected, safe and sound, snug, trustworthy, under lock and key, under the shade of, under the shadow of one's wing, unthreatened, weatherproof

Example copy:

- Keep your most brilliant ideas *under lock and key* with our software.
- Coaching with me provides *a sanctuary* for you to do your deep work.
- Make *a covenant* with your desires.

Opposites: danger, insecurity, vulnerability, peril, trouble

Transparency

Mood Board: <http://www.pinterest.com/thevoicebureau/voice-value-transparency/>

Sounds like: translucent, crystalline, clear, lucid, permeable, revelation, illumination, understandable, apparent, straightforward, revelatory, revealing, unambiguous,

accessible, obtainable, uncomplicated, seeing through

Example copy:

- Tune is as we *reveal* the 6 Secrets to Getting More From Your Web Designer.
- We'll *lay our cards on the table* at the start of every client meeting.
- Relationship counseling is a process of *illumination* for both partners.

Opposites: unintelligible, vague, questionable, hidden, concealing, cloudy, blocked, opaque