Journal your brand

Use this journal to take notes, complete tasks, get creative,
or just doodle in it (that's still being creative).

Session 4; Engage verbally
Why do words matter?

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Journal your brand

Untangle Your Brand
Session 4; Engage verbally

Why do words matter?

What to expect	3
Words don’t come easy to me	4
4.1 Personal or corporate name?	5
Brand name; categories	6
4.2 Brand name; stories	7
4.3 Choosing the right brand name	8
4.4 Brand name; summary	9
Messaging; hierarchy	10
Messaging; customer journey	11
4.5 Define your tone of voice	12
4.6 Create headline messages	13
4.7 Create a strapline	14
Stop, keep, start	15
Notes, ideas, sketches, doodles	16

Navigate through this document by clicking on the section titles above. If you’re using the live Word version, you may need to update the table of contents via the references tab and select ‘update page numbers only’.

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Back to contents

What to expect

This session explores the power of words in branding and how they shape identity, perception, and customer engagement. You will discover the principles of effective brand naming, messaging, and tone of voice, ensuring that brand communicates clearly and memorably. By applying structured techniques and practical exercises, you will refine your approach to verbal branding, ensuring consistency and impact across all touchpoints.

By the end of this session, you will be able to create a brand that is verbally more engaging and memorable.

- Understand the role of verbal identity in branding and how naming, messaging, and tone of voice contribute to brand perception and differentiation
- Apply structured approaches to brand naming, assessing options based on clarity, uniqueness, and relevance to their audience
- Use a messaging hierarchy to create clear, engaging, and strategically structured brand communications that guide customer interactions
- Evaluate your current brand language and tone of voice, identifying areas for improvement to enhance audience connection and consistency
- Develop and refine headline messages, straplines, and brand stories through interactive exercises, ensuring alignment with their brand's personality and objectives

Remember to complete the quiz and feedback form using the links provided. Your input is valuable for improving your experience, reviewing your progress against the original learning objectives, and enhancing the course overall.

Session 4 Quiz; test what you've learned
Session 4 Feedback; provide input to improve the session



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Back to contents

Words don’t come easy to me

Have you ever seen this in a communication?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vitae condimentum enim. Praesent vel volutpat ante. Maecenas consequat viverra diam nec lobortis.

Or even this?

This is a good dummy text. It is not intended to be read and has no meaning at all. This is simulation of actual copy, using ordinary words with normal letter frequencies, that cannot deceive the eye or the brain.

Both are referred to as ‘dumb text’; some designers utilise them in place of actual words when designing layouts for posters and brochures. This aids in layout but not in communication. We require names. We require messages. We require communication. We require words. This module is entirely focused on verbal engagement.

Naming
The term branding comes from the process of marking animals with a symbol (delivered by a red-hot piece of metal) so they were easily identifiable and ownership could be established. We’ve come a long way since then. Branding a product with a symbol can look cool. But ultimately, we need brand names to distinguish between different products and ensure they can be discovered online. Brands need names, and the best names have stories.

Messaging
A picture is worth 1,000 words. But perhaps one word can communicate more than 1,000 pictures. Words create clarity and truly speak to your audience. With a strong brand ‘tone of voice’, you can connect consistently and memorably. You shouldn’t judge a book by its cover, but you can assess a brand by its use of words.



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Back to contents

4.1 Personal or corporate name?

Should you use your own name or create a ‘corporate’ name to represent you? There are various criteria to consider, and while some may hold more significance than others, this guide will provide you with a quick overview.

Remember, though, that even if you use your own name for your business brand, having a ‘holding company’ name may provide useful long-term protection for both you and the business.

This quiz is available online here>>

Score **low** if you strongly agree with these statements	**1**	**2**	**3**	**4**	**5**	Score **high** if you strongly agree with these statements
I’m just one person	O	O	O	O	O	I’m supported by a team
It’s all about me	O	O	O	O	O	It’s all about the team
Defined by who I am	O	O	O	O	O	Defined by what I do
I only do one thing	O	O	O	O	O	I do many things
I have no plans to grow	O	O	O	O	O	I have plans to grow
I’m fine with personal scrutiny	O	O	O	O	O	I need to protect myself
My name is suitable	O	O	O	O	O	My name is unsuitable
I’m well known	O	O	O	O	O	I’m unknown
I mainly use personal social profiles	O	O	O	O	O	I maily use corporate social profiles
Total						

What do the scores mean?
Score of 15 and below suggests that you are likely already a coach or well-known in your field. Establishing a corporate name may be necessary only if you wish to expand or diversify beyond your current activities.
Score between 16 and 26. If you’re still unsure about your business’s direction, focus on your vision. Where do you see yourself and the business in five years? Will it still be just you, or will you be well known by then?
Score 27 and above: You are building a business that will endure beyond your involvement, yet it remains crucial for your personal brand to be recognised. Ensure that people understand who you are and what you have accomplished.

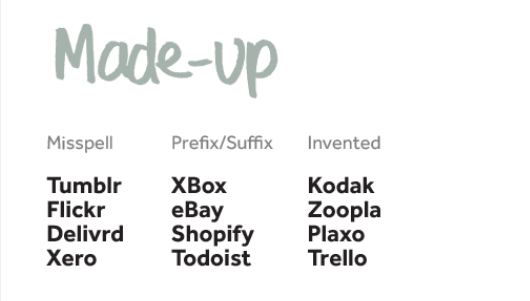
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Back to contents

Brand name; categories

Brand names fall into several categories; in fact, many can fit into multiple categories. The examples below provide overviewa basic approach of the different types of brand names. Which types of names are suitable for your business?











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Back to contents

4.2 Brand name; stories

Everyone has favourite brands, and the emotional connection you share with them is quite significant. But do you know the origin of the brand name? Give this task a try. You may repeat it multiple times if you wish (although it can become addictive).

Step 1. Think of your favourite brand name.

Step 2. Search Google “Brand name [insert name] origin” and the answer is more than likely there.

Step 3. Identify which category or categories the brand name belongs to.

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Back to contents

4.3 Choosing the right brand name

After you've lived with the names for a while, create a short list of your favourites. Score them against a few basic standards. The URLs will most likely not be available, but if you like the name and think it's appropriate, there are still ways to own it. Ask for opinions, but remember, it's your name, and you need to totally own and love it.

Brand name	Say	Spell	Unique	Available

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Back to contents

4.4 Brand name; summary

You've done it! Now, enjoy telling people about your business, safe in the knowledge that you have something unique and meaningful. They may not always ask why you're called what you are, but if they do, you'll have an answer that will engage them even more with your business and brand.

Brand name
Brand name story
Registered name
Primary URL
Secondary URL
Social 1
Social 2
Social 3

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Back to contents

Messaging; hierarchy

While what you say is important, how you say it can provide the right emphasis for your message. There are four key hierarchies to consider in messaging. Messaging should take the reader on a journey, encouraging them to delve deeper and discover more about you and your brand. Rather than starting by telling the reader everything, ensure they can find information through clear calls to action.

Grab; headlines (typically 3 to 6 words)
Engage; introductions (a short paragraph, maximum 2 sentences)
Inform; the main body of text (as long as you need it to be)
Instruct; typically, the small print (important but don't make it too small)

Experiment with different styles of headlines. You don't always need to be selling. Consider your audience: what do they need, and how do you want them to feel when they respond to your message? Think about your favourite adverts. What stands out in your memory? Will it resonate with your audience?



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Back to contents

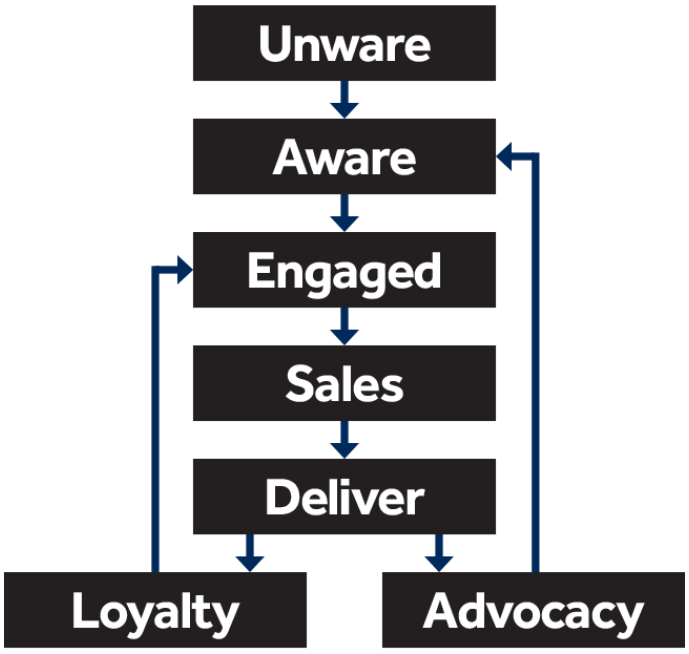
Messaging; customer journey

When creating messages, it's important to consider the audience and where they are in their journey.

Build phase (let them find out about you)
Unaware; maybe they found you from a google search or saw an advert for the first time
Aware; they've seen a few posts or have been recommended to you

Conversion phase (hook them and land them)
Engaged; they've read a bit more, visited your blog and are generally intrigued
Sales; they've asked for a quote, asked for a chat, asked for more info (you've nearly got them)
Deliver; you're working together, it's a beautiful relationship, life is good

Retention phase (keep them happy)
Loyalty; they love you even more and want to buy more stuff from you (but they still need to go through the sales process)
Advocates; they think you're ace, and tell the rest of the world (who are now aware of you)



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Back to contents

4.5 Define your tone of voice

Use your Brand Doughnut and 'core idea' to help you decide on the right tone of voice. Remember to consider who the message is for (your audience) and when they will receive it (customer journey). Use your tone of voice to guide the style of writing you use across all your communications.

How to define your tone of voice

Step 1; pick a word from each row that resonates with you (the white boxes)
Step 2; add up your score that corresponds to the column (1 to 5)
Step 3; review if you have a low or high score (unless it's right for your audience)
– score below 7, it's probably too functional
– score above 18, it's probably too emotional

Functional	1	2	3	4	5	Emotional
Matter of fact	Direct	Clear	Calm	Warm	Passionate	Enthusiastic
Respectful	Trustworthy	Empathetic	Kind	Open	Edgy	Irreverent
Formal	Professional	Informative	Concise	Conversational	Chatty	Casual
Serious	Authoritative	Firm	Smart	Witty	Playful	Fun

Step 4; select
– the lowest scoring functional tone (blue box)
– the highest scoring emotional tone (pink box)
[if there are two words in the same column, pick the tone you prefer]

My tone of voice

Brand core	
Word from row 1	
Word from row 2	
Word from row 3	
Word from row 4	
Functional tone	
Emotional tone	

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Back to contents

4.6 Create headline messages

As a starting point, consider three phases of the customer journey (promotion, conversion, and retention). Write a message for each stage and consider when and how the customer will receive it. What difference does this make?

Pssst... have you heard?

Build message (when your audience isn't aware of you or has only recently become aware of you).

Where will they see this message?

Ermmm...let's try it

Convert message (when your audience has engaged with you and is deciding whether to purchase).

Where will they see this message?

Wooooh...gimme more

Retain message (when your audience has bought from you and you're offering them something new).

Where will they see this message?

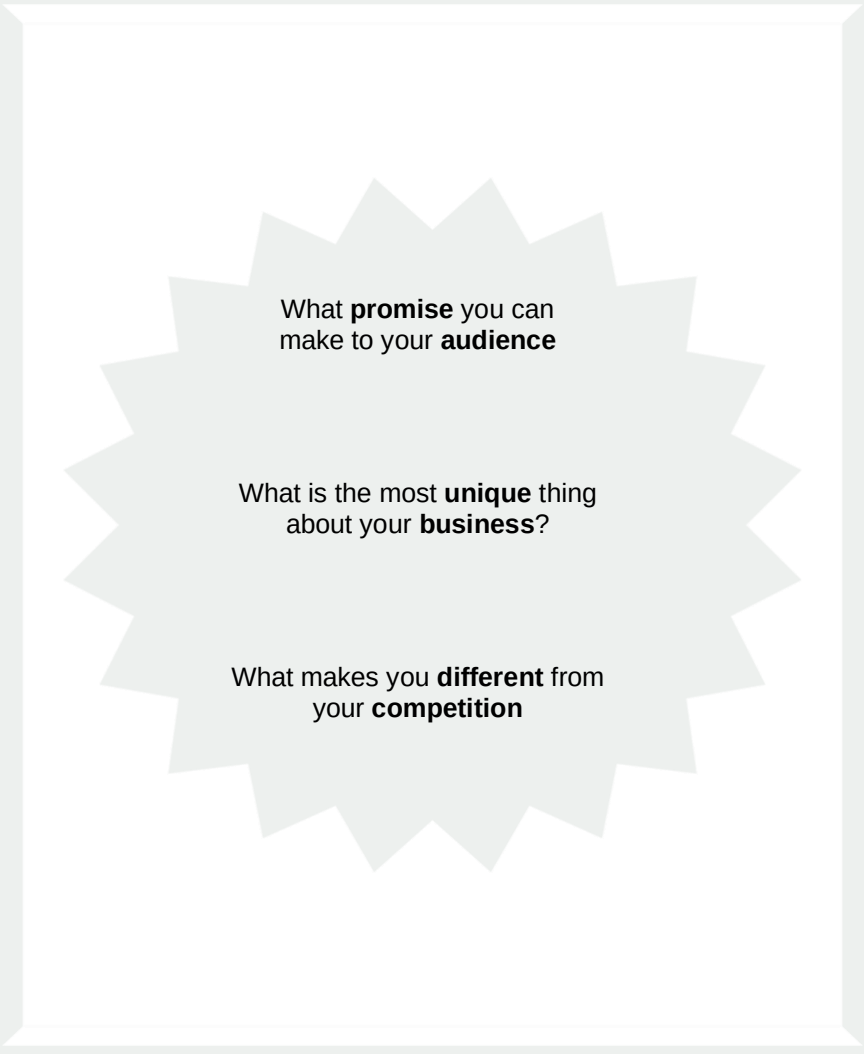
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Back to contents

4.7 Create a strapline

I'm loving it. Just do it. You can do it when you B&Q it. These businesses spend billions of dollars a year embedding their message in your subconscious. Even without large budgets, a strapline can be a highly effective tool in marketing.

Top tips
Create a descriptive strapline that focuses on your positioning and offer. The strapline should be a maximum of 5 to 10 words. It should be literal and clear, but it doesn't need to be boring. Avoid business jargon.
Creating an emotive strapline; focus on your brand core, values and mission. 5 words maximum (3 is better). Use humour only if relevant.



Final strapline

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Back to contents

Stop, keep, start

After completing this session, what are the key things you should change immediately, what's working well, and what needs to start happening?

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I will **stop** doing

I will **keep** doing

I will **start** doing

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Back to contents

Notes, ideas, sketches, doodles

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