

# Use your **Voice**

# V

## **Value**

How am I providing value to my audience — am I solving a problem or offering something useful? Why should someone invest in your business? What is your niche? What are they gaining?

# O

## **Open Up**

Where can I open up and show the human side of my brand to build trust? What about your business draws an emotional response? What emotion and why does it? What creates a bond between your business and the audience? Behind the scenes content?

# I

## **Inform**

What important or helpful information can I share to inform and educate my followers? What do your audience need to know? What does your business do?

# C

## **Celebrate**

What achievements, client wins, or milestones can I celebrate to create positive energy? Testimonials, qualifications, events etc.

# E

## **Elevate**

How can I elevate my audience's thinking, inspire action, or leave them feeling empowered after engaging with my content?