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Does Your Brand Speak Volumes?

LORI TURNER | Special to The Daily News

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You have a unique personality – a style and tone that makes you, you. Similarly, your company has a personality of its own. Is it coming through in your communication? If not, you’re missing an opportunity to connect with customers in an authentic way.

It’s actually difficult to remove personality from communications. So why do so few business communications reflect the company’s personality? Often, companies fear customers and prospects won’t understand or appreciate their personality. Also, we’ve been trained to believe you have to be serious in business. Consequently, we depersonalize communications to the point that no one wants to read them.

To determine your voice, ask these questions. What is your company culture? What are the personality traits within your firm?

How do you want customers and prospects to see you? A fun company? Humorous? Bold? Caring? Casual and approachable? Edgy? Trendy?

Moosejaw, an outdoor gear retailer with a strong online presence, has mastered the art of branding with a company voice. One of their strategies has been to pack a pre-printed note with every order featuring a clever message. One such note read:

“If you are actually reading this note, you should be super happy. First, you have received your order, reading is fun and getting something in the mail (even if you bought it yourself) has got to make the day better. Second, I put your order together all by myself.”

The note is not only fun but makes you like Moosejaw more because of it. It works because it’s unexpected and memorable.

While it’s clear everyone who gets a package gets the same or a similar note, it’s refreshing not to get the typical promotional flier. It makes you feel like there are real humans on the other side. The tone is casual with a bit of an edgy sense of humor – that’s the Moosejaw personality.

It appeals to the company’s target audience. And let’s face it; we all enjoy being a customer of a company that dares to have an interesting personality. Most importantly, it makes this company stand out in the market – giving it a competitive advantage.

At RedRover, Rover is our voice. He explains our sales and marketing philosophies, keeping them interesting with the obvious overuse of doggone corny expressions combined with the occasional dog command like speak or fetch. Rover is a hybrid of the personalities and sense of humor of our firm’s employees. We bring this voice to life in our written communications, website, company voice mail and even in our office decor.

If you’re looking to stand apart from your competition economically, there may be no better avenue than creating a unique voice. It doesn’t have to be silly, fun or cool. A more serious tone can still carry a unique quality, engaging your customers and prospects and making them feel closer to you.

[Lori Turner](#) is managing partner at RedRover Sales & Marketing, www.redrovercompany.com



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PROPERTY SALES	88	277	5,823
MORTGAGES	120	331	8,263
FORECLOSURE NOTICES	0	153	4,617
BUILDING PERMITS	0	489	14,827
BANKRUPTCIES	61	283	7,175
BUSINESS LICENSES	14	75	2,231
UTILITY CONNECTIONS	69	717	9,575
MARRIAGE LICENSES	0	80	1,764

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