



storyscout digital

Melissa Payne

Brand Voice & Quiz Strategist

*"I now have a stronger understanding of my brand voice."*



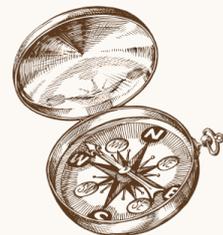
How the Brand Voice Cartography service helps Bree Weber maintain a consistent brand voice



Increased confidence in replicating her brand voice



Gained insights into her brand's voice and values



Increased accuracy of her voice across created content



**"Melissa's brand voice guide is like an SOP for my brand's personality. It shows how my voice is meant to be expressed to the rest of the world, so my brand's voice is consistent no matter who is creating the content."**



**Bree Weber**

Ethical cold pitch strategist and conversion copywriter

# Highlights

## The Client

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Bree Weber is an ethical cold pitch strategist and conversion copywriter. She helps freelancers and service providers book more wish list clients through establishing ethical, sustainable cold pitch sales systems.

She also provides VIP days for businesses and clients to help them build a more sustainable sales process.

## Challenges

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- Developing and maintaining a consistent brand voice
- Needing documentation to share with contractors working in her business so they understand her brand

## Solution

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- Hiring Melissa to create a detailed brand voice guide

## Results

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- A detailed, sharable document that captures her brand voice
- Fewer revisions when she or others are creating content for her business
- Increased understanding of her brand and values



*“The brand voice guide is so beautiful. It moves from this big picture view and gets more granular and detailed as it goes.*

*It’s also well organized and structured. The format makes it easy to find something specific. But it also reads really well, and I loved reading it in one session.”*

**Bree Weber**

Ethical cold pitch strategist  
and conversion copywriter

# Challenges

Developing a consistent brand voice with documentation so she can replicate and communicate her voice.

Bree Weber realized that her brand voice had been shifting.

As a result, some inconsistencies had cropped up across her content despite creating it herself.



*“I wanted to develop a consistent voice across everything for my business and to understand the anatomy of my voice and how to break it down.*

*Plus, I wanted to systematize the internal processes in my brain, so they’re on paper. Then, I can hand the processes off to someone else or revisit and refresh them as my business evolves.”*

Bree also wanted a way to communicate her voice to professionals who may create content or strategy for her business.



*“I wanted documentation that shows what my brand voice should sound like. So someone helping me with my brand’s copy could read the guide and give me beautiful copy that’s perfectly on brand.”*



*“I also wanted to build my business so less hinges on me.*

*So if I bring in a writer or a strategist, I’ll have a resource that helps them really understand my brand, its origin story, my mission, and where it’s going in the future.*

*I feel like voice is a big part of that.”*

# Solution

Brand Voice Cartography gave Bree the detailed analysis of her brand voice and brand identity that she was seeking.

At first, Bree tried creating a brand voice guide herself.

“I used several different resources to help me do it on my own. But I found it challenging to evaluate my writing objectively and discern differences in my voice.”

So she hired Melissa Payne to write a brand voice guide for her.

“I’m glad I didn’t depend on the resources I’d first found to create my guide. Because the depth to which Melissa explores brand voice is incredible. It’s just incomparable.

Melissa’s brand voice guide provided a really detailed, in-depth breakdown of my voice. For instance, she’d show a specific piece of my brand’s voice and explain: here’s what that means, here’s what it’s doing, and here’s an example.

There was no fluff or regurgitated information repeated over and over.”

Bree also enjoyed the process of working with Melissa.



**“I’ve hired maybe a dozen freelancers for my business. Melissa was by far the easiest person to work with.”**



*“Her onboarding is incredible—the whole process is seamless. She laid out the timeline, set expectations, made it clear what I needed to do, and how it would feel when I did it.*

*Plus, she was consistently available and communicative about the process and what she was working on.”*

Bree also found that sharing her thoughts about her brand and voice helped her gain clarity. It let her see her brand from another person’s perspective.



*“I loved that she could take our conversations and what I was thinking, process it, and then reflect it back to me.*

*I could tell that she was deeply listening to what I was sharing. Not just for me to be heard, but also so it could become part of my brand voice guide.”*

*“Receiving the brand voice guide was a lovely, beautiful experience. It’s so exciting to use and apply it to my business. I love that I can hand it off to someone working in my business or refer to it myself when creating new content or offers.”*



## Results

Bree now has a detailed analysis of her brand's voice to refer to or share with freelancers working in her business.

Bree was amazed at how well the guide captured her voice and vision for her business.



*“When I read my brand voice guide for the first time, it was so exciting because it reflected me so accurately. I was like, Oh my God, it’s me! I felt so validated—like I had been deeply heard, understood, and seen.”*

Plus, she was pleasantly surprised at how in-depth and detailed the guide was.



*“Initially I was expecting a style guide. But the information Melissa provided was so detailed and informative.*

*For example, she went deep into my vocabulary, highlighting words or phrases that I use, the context I use them in, specific emojis, and how I use my punctuation. She also highlighted how the meanings could differ depending on the context.*

*I was super surprised at how well she broke down the differences in my voice depending on the platform – my speaking versus on a sales page versus my emails or social media.”*

Bree also has found multiple uses for her brand voice guide.

*“Having the guide so clearly laid out for me has made it easier to define my vision for my company and what I’m trying to build.*

*The section on how to use the guide prompted me to think of using it as an SOP when I onboard new team members or freelancers.”*



## The brand voice guide also helped Bree:



Have an anchor to ensure her content, offers, and messaging are consistent with her brand voice



Actively incorporate her values into the programs and offers that she creates



See her brand from her audience's viewpoint



Create a streamlined onboarding process to help people working on her business understand her vision and voice



Reduce revisions when creating content for her business

Bree's excited to have this reusable resource for her business and share it with team members.

*"I showed the guide Melissa created to my team member. She'd seen my earlier attempts at making my own brand voice guide.*

*After she read the new guide, she was like, 'I don't think I have any more questions to ask you about your real voice ever again.'*

*I was like, I know. I don't either."*



*Want a detailed analysis of your brand's voice  
so you (and others) can confidently and consistently  
show up as you?*

Melissa Payne's Lamp Framework gives you detailed insights about your brand's voice, identity, and unique value proposition. So you can create content, programs, and messages aligned with your business.

“Receiving the brand voice guide was a lovely, beautiful experience. Melissa's work is so incredibly detailed and thorough.

Her whole process made it feel like I honestly didn't have to do anything.

She's one of the best freelancers that I've worked with.”

**Bree Weber**

Ethical cold pitch strategist and  
conversion copywriter



Shed light on your brand's voice  
and identity so you can own your  
unique voice and build your  
audience's trust, no matter  
who's writing for you.

Yes, Tell Me More About  
Brand Voice Cartography!

