Finding Your Brand Voice — How to Write Copy That Sounds Like You

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It seems like “brand voice” is the buzzword of 2023, but it’s more than just a trend. Nailing your brand voice is key so you can differentiate yourself and build your business in an authentic way.

The problem is that understanding your own brand voice is arguably one of the most difficult tasks for an entrepreneur.

https://www.entrepreneur.com/starting-a-business/3-ways-to-find-your-brand-voice/451894