



# THE REPLACEABLE FOUNDER VOICEPRINT

We're going to talk in literary terms about developing your identity as a content creator. I realize that we may be discussing podcasts, videos, or public speaking engagements, but the raw material, no matter the media, all falls nicely under these organizing principles.

Once we create a VoicePrint -- your unique style, and approach to communicating your ideas -- we can begin to collect, sort, prioritize, and start up the machine.

**This is the Optimize part of the process. It's time-consuming but critical.**

1. Do you have existing content?

2. How is it organized?

**Themes** are Business Pillars - 3 - 4 Guiding Principles of Your Business

- 1.
- 2.
- 3.
- 4.

**Readers** are your audience. Describe them in one sentence.

1. What other ways can I get this message out?

2. Who else should see this?

3. Where else would this be beneficial?

**Published Works** - How you communicate now?

- 1.
- 2.
- 3.
- 4.

**Unpublished Works** - How would you like to communicate?

**Vision** - What is your desired outcome?

**Intent** - What are your priorities?

**Persuasion**

**Information**

**Entertainment**

**Mood** - What feelings do you want to evoke in the audience about themselves and about you?

**Community**

**Safety**

**Authority**

**Fear**

**Inspiration**

**Enthusiasm**

**Competence**

**Mastery**

### **Literary Tones and Their Meaning**

How do you speak? Write? Present yourself in public and in private? Please circle all that apply to you. Then have a trusted ally circle their impressions of you in these situations.

**Acerbic** - sharp; forthright; biting; hurtful; abrasive; severe

**Admiring** - approving; think highly of; respectful; praising

**Aggressive** - hostile; determined; forceful; argumentative

**Animated** - full of life or excitement; lively; spirited; impassioned; vibrant

**Ardent** - enthusiastic; passionate

**Candid** - truthful, straightforward; honest; unreserved  
**Chatty** - informal; lively; conversational; familiar  
**Colloquial** - familiar; everyday language; informal; colloquial; casual  
**Compassionate** - sympathetic; empathetic; warm-hearted; tolerant; kind  
**Curious** - wanting to find out more; inquisitive; questioning  
**Dignified** - serious; respectful; formal; proper  
**Diplomatic** - tactful; subtle; sensitive; thoughtful  
**Direct** - straightforward; honest  
**Empathetic** - understanding; kind; sensitive  
**Enthusiastic** - excited; energetic  
**Formal** - respectful; stilted; factual; following accepted styles/rules  
**Frank** - honest; direct; plain; matter-of-fact  
**Humble** - deferential; modest  
**Humorous** - amusing; entertaining; playful  
**Impartial** - unbiased; neutral; objective  
**Impassioned** - filled with emotion; ardent  
**Informative** - instructive; factual; educational  
**Inspirational** - encouraging; reassuring  
**Intense** - earnest; passionate; concentrated; deeply felt  
**Intimate** - familiar; informal; confidential; confessional  
**Irreverent** - lacking respect for things that are generally taken seriously  
**Objective** - without prejudice; without discrimination; fair; based on fact  
**Optimistic** - hopeful; cheerful  
**Outspoken** - frank; candid; spoken without reserve  
**Persuasive** - convincing; eloquent; influential; plausible  
**Philosophical** - theoretical; analytical; rational; logical  
**Playful** - full of fun and good spirits; humorous; jesting  
**Pragmatic** - realistic; sensible  
**Sincere** - honest; truthful; earnest  
**Thoughtful** - reflective; serious; absorbed  
**Tolerant** - open-minded; charitable; patient; sympathetic; lenient  
**Unassuming** - modest; self-effacing; restrained  
**Urgent** - insistent; saying something must be done soon  
**Witty** - clever; quick-witted; entertaining