

# BARE CANVAS BRAND VOICE GUIDELINES

*Professional Reference Document*

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## EXECUTIVE SUMMARY

Bare Canvas's brand voice reflects our positioning as the premier professional waxing service in Pearland, combining expert knowledge with genuine care for client comfort. Our communication style is professional yet approachable, educational without being intimidating, and always focused on client comfort and results.

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## BRAND VOICE FOUNDATION

### Brand Tagline

*"Bare it all with the ultimate waxing experience"*

### Core Brand Promise

Professional, comfortable waxing services that deliver exceptional results through expert technique, client-focused customization, and genuine care for every client's experience.

### Voice Personality Traits

#### 1. Expert & Knowledgeable

- Demonstrates deep understanding of techniques and processes
- Provides specific details about services and expected outcomes
- Uses professional terminology appropriately
- Shares educational content confidently

#### 2. Comfort-Focused

- Prioritizes client comfort in all communications

- Addresses common concerns and anxieties proactively
- Uses reassuring language about sensitive services
- Emphasizes gentle techniques and comfort measures

### **3. Professional & Thorough**

- Provides comprehensive information and clear expectations
- Maintains consistent professional standards
- Demonstrates attention to detail
- Uses precise, descriptive language

### **4. Approachable & Warm**

- Avoids intimidating jargon or overly clinical language
- Uses friendly, conversational tone when appropriate
- Shows genuine care for client experience
- Balances professionalism with warmth

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## **COMMUNICATION STYLE GUIDELINES**

### **Educational Approach**

- **DO:** Explain the "why" behind services and techniques
- **DO:** Provide helpful tips for preparation and aftercare
- **DO:** Share knowledge that empowers clients to make informed decisions
- **DON'T:** Overwhelm with excessive technical details
- **DON'T:** Use condescending or talking-down language

### **Professional Tone**

- **DO:** Use confident, expert language when describing services
- **DO:** Maintain professionalism in all written communications

- **DO:** Demonstrate expertise through specific knowledge
- **DON'T:** Sound overly clinical or detached
- **DON'T:** Use slang or unprofessional language

## **Comfort-Centered Language**

- **DO:** Address common concerns directly and honestly
  - **DO:** Use reassuring language about sensitive services
  - **DO:** Emphasize customization and individual attention
  - **DON'T:** Minimize or dismiss client concerns
  - **DON'T:** Use language that could increase anxiety
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## **KEY MESSAGING THEMES**

### **1. Professional Expertise**

#### **Core Messages:**

- "Professional waxing techniques"
- "Specialized service for sensitive areas"
- "Expert-level customization"
- "Years of professional experience"

#### **Sample Language:**

- "Our professional technique ensures..."
- "With specialized training in..."
- "Using expert positioning and comfort measures..."
- "Professional-grade products and methods..."

### **2. Client Comfort & Care**

#### **Core Messages:**

- "Comfort-first approach"
- "Gentle techniques for sensitive areas"
- "Personalized attention and care"
- "Creating a comfortable, relaxing experience"

#### **Sample Language:**

- "Comfort measures for this sensitive area"
- "Gentle techniques appropriate for..."
- "We prioritize your comfort throughout..."
- "Professional positioning for optimal comfort..."

### **3. Customization & Individual Attention**

#### **Core Messages:**

- "Customized to your preferences"
- "Tailored to individual needs"
- "Personalized consultation and service"
- "Flexible options based on your goals"

#### **Sample Language:**

- "Customizable based on your preference"
- "We'll work with you to determine..."
- "Service can be adjusted to meet..."
- "Consultation to understand your specific needs..."

### **4. Quality Results & Value**

#### **Core Messages:**

- "Long-lasting, professional results"
- "Smooth, hair-free skin for weeks"

- "Comprehensive service value"
- "Superior results through expert technique"

### Sample Language:

- "Results typically lasting 4-6 weeks"
  - "Smooth, long-lasting results"
  - "Professional-quality outcomes"
  - "Comprehensive coverage for optimal results"
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## CONTENT TYPE GUIDELINES

### Service Descriptions

- **Structure:** Service name, price, detailed description, timing, results expectation
- **Tone:** Professional, detailed, reassuring
- **Focus:** What's included, comfort measures, customization options, expected outcomes
- **Length:** Comprehensive but scannable

### Educational Content

- **Structure:** Clear headline, problem/solution format, actionable tips
- **Tone:** Knowledgeable teacher, warm and helpful
- **Focus:** Empowering clients with useful information
- **Length:** Digestible sections with clear takeaways

### Social Media Posts

- **Structure:** Hook, value/education, call to action
- **Tone:** Approachable professional, conversational but expert
- **Focus:** Building trust through education and behind-the-scenes content
- **Length:** Concise but informative

## Website Copy

- **Structure:** Benefit-focused headlines, detailed explanations, clear next steps
- **Tone:** Professional and trustworthy, warm welcome
- **Focus:** Building confidence in choosing Bare Canvas
- **Length:** Comprehensive information with easy navigation

## Email Communications

- **Structure:** Personal greeting, relevant information, clear action items
  - **Tone:** Professional but personal, helpful and informative
  - **Focus:** Appointment management, aftercare, relationship building
  - **Length:** Brief but complete information
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## LANGUAGE PREFERENCES

### WORDS TO USE FREQUENTLY

- Professional, expert, specialized, thorough
- Comfortable, gentle, soothing, relaxing
- Customizable, personalized, individual
- Comprehensive, complete, detailed
- Smooth, long-lasting, results
- Experience, service, care
- Explain, walk-through, guide
- Time, patience, attention

### WORDS TO USE CAREFULLY

- Pain (address honestly but reassuringly)
- Sensitive (use with comfort messaging)

- Professional (don't overuse)
- Ultimate (reserve for tagline usage)

## WORDS TO AVOID

- Quick fix, easy, simple (minimizes expertise)
- Cheap, discount, bargain (undermines quality positioning)
- Best, #1, amazing (unsubstantiated claims)
- Painless (unrealistic expectation)

## PREFERRED PHRASES

- "Professional technique ensures..."
  - "Gentle approach to sensitive areas..."
  - "Customized to your preferences..."
  - "Comfortable positioning and care..."
  - "Long-lasting, smooth results..."
  - "Expert attention to detail..."
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## BRAND VOICE IN DIFFERENT CONTEXTS

### First-Time Client Communications

- **Emphasis:** Comfort, professionalism, what to expect
- **Tone:** Reassuring, educational, welcoming
- **Key Messages:** Expertise, comfort measures, customization

### Returning Client Communications

- **Emphasis:** Consistency, appreciation, service expansion
- **Tone:** Familiar but professional, appreciative
- **Key Messages:** Continued quality, loyalty recognition, new offerings

## Social Media Engagement

- **Emphasis:** Education, behind-the-scenes professionalism, community building
- **Tone:** Approachable expert, conversational but professional
- **Key Messages:** Tips, expertise demonstration, client care

## Crisis or Concern Management

- **Emphasis:** Professional response, genuine concern, solution-focused
  - **Tone:** Empathetic but professional, accountability without defensiveness
  - **Key Messages:** Client satisfaction priority, professional standards, resolution commitment
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## PRACTICAL APPLICATION EXAMPLES

### Service Description Example (Following Guidelines)

*"Complete underarm hair removal service that eliminates all hair from the armpit area. This popular maintenance service provides smooth, long-lasting results that typically last 3-4 weeks between appointments. Ideal for clients who want to avoid daily shaving and achieve consistently smooth underarms. The service includes pre-treatment skin preparation and post-treatment soothing care. Quick service typically completed in 10-15 minutes."*

### Why This Works:

- Professional yet approachable language
- Specific details about what's included and timing
- Clear expectations about results
- Comfort and care messaging included

### Educational Social Media Post Example

*"Preparing for your first Brazilian? Here's what helps ensure the best experience: 🌿 Exfoliate gently 24-48 hours before your appointment to prevent ingrown hairs. The ideal hair length is about 1/4 inch - long enough for the wax to grip effectively. We handle all the comfort measures*



*and professional positioning during your service. Questions about what to expect? DM us anytime. #WaxingTips #BareCanvas #ProfessionalWaxing"*

### **Why This Works:**

- Educational focus builds trust
  - Addresses common concerns proactively
  - Professional expertise demonstrated
  - Approachable, helpful tone
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## **BRAND VOICE DON'TS**

### **Avoid These Communication Mistakes:**

- Overly clinical language that feels cold
  - Minimizing the discomfort aspect dishonestly
  - Using trendy slang or unprofessional terminology
  - Making unrealistic promises about results
  - Copying competitor language or positioning
  - Rushing through explanations without adequate detail
  - Using fear-based messaging or pressure tactics
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## **QUALITY ASSURANCE CHECKLIST**

Before publishing any content, verify:

- ☐ Does this sound like an expert speaking?
- ☐ Would this make a nervous first-time client feel more comfortable?
- ☐ Is this specific and detailed enough to be helpful?
- ☐ Does this maintain professional standards while being approachable?
- ☐ Are comfort and customization aspects addressed?

- ☐ Is the language accessible without being dumbed down?
  - ☐ Does this reinforce our positioning as the premier waxing service?
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