



BRAND VOICE GUIDELINES

1. Our Brand Personality

We want every message, email, and interaction to feel:

- **Approachable** > warm, human, never robotic.
- **Polite & Professional** > respectful and clear, even when resolving issues.
- **Down-to-Earth** > avoid jargon, talk like a trusted partner and advocate.
- **Supportive & Reassuring** > customers should feel cared for, not just “handled.”

✨ Think: *A trusted local partner with startup-level polish.*

2. Tone by Context

Context	Tone	Example
Customer Experience (Emails, Customer App, FAQs)	<i>Friendly + helpful, with clear step-by-step instructions.</i>	<i>“Thanks for letting us know! We’ll get this fixed right away. Here’s what happens next...”</i>
Cleaner App Communications	<i>Respectful, supportive, team-first.</i>	<i>“Thanks for stepping up on this last-minute job. Don’t forget to check the access instructions in the app before heading over.”</i>
Marketing/Website Copy	<i>Inspiring yet confident</i>	<i>“Your time is precious. We’ll make sure your home feels brand new, every time.”</i>
Internal Ops (Slack, Docs)	<i>Clear, direct, no fluff.</i>	<i>“This week we’re tracking X feedback. Please log all responses in the shared tracker.”</i>

3. Writing Style

Keep sentences short and clear	<i>Always to the point unless providing step-by-step instructions or resources for our customer.</i>
Use contractions	we'll, you'll, don't...for a more natural flow.
Avoid corporate buzzwords	Less “synergize” “circle back” or “leverage”, more “work together”, “get right back to you at x time”, and “utilize”
Always use positive framing	Instead of “we can’t clean that,” try “for safety reasons, here’s what we can do for you...”
Always close the loop	Provide a next step, timeline, or reassurance

4. Words We Love vs. Words We Avoid



clean, care, safe, support, community, reliable, easy, trust, seamless, friendly



cheap, flawless, perfect, guarantee (unless legally accurate), ASAP

5. Sample Rewrite (Before & After)

Before (too formal):

SL: *Verification Completed – Welcome to Our Platform!*

Dear [Cleaner Name],

We are pleased to inform you that your verification process has been successfully completed.





After (our voice):

SL:  *Welcome! You're verified and ready to start!*

Hi [Cleaner Name],

Congratulations! Your verification is complete, and you're officially part of the Select Home Cleaning community!

6. **Brand Voice Checklist**

	Is it clear? Easy to scan? Simple words?
	Is it kind? Friendly, respectful and supportive.
	Is it confident? Solution-oriented and not overly-apologetic.
	Does it sound like Select? Approachable, non-corporate.