

THE ODD CHILD AI

Brand Voice & Content Identity Workbook

A practical worksheet for building recognizable content that sounds like you.

BEST FOR	TIME NEEDED
Creators, small brands, faceless channels, coaches	30–45 minutes (do it once, reuse forever)

1. Your Brand Foundation

What do you create?

Describe your main content, product, or service in one clear sentence.

Who is it for?

Name the exact person you want to help, entertain, or inspire. Be specific (not “everyone”).

What result do you deliver?

Describe the transformation or outcome your audience actually wants.

Why should people choose you?

List the experience, style, perspective, or proof that makes you different.

2. Define Your Voice

Choose 3–5 traits. Fill the blank rows with your own. Keep the “Avoid” column honest.

Voice Trait	What It Sounds Like	Avoid
Bold	Direct, confident, useful	Hype without proof
Human	Natural language and honest opinions	Corporate jargon
Unexpected	Fresh angles and creative contrasts	Copying trends exactly
Your trait →		
Your trait →		

3. Your Content Pillars

Choose 3–5 repeatable themes. Every post should fit one pillar. Write the audience value next to each.

Pillar 1: Audience value:

Pillar 2: _____	Audience value: _____
Pillar 3: _____	Audience value: _____
Pillar 4: _____	Audience value: _____
Pillar 5: _____	Audience value: _____

4. Signature Content Formula

Use this structure for almost every post. Keep it tight.

- Hook** → Start with a sharp problem, surprising truth, or strong promise.
Value → Give one useful idea, story, example, or demonstration.
Proof → Show a result, detail, process, or before-and-after.
CTA → Tell the viewer exactly what to do next.

5. Brand Message Builder

Fill in the blanks. These become your go-to positioning lines.

I help [AUDIENCE] achieve [RESULT] without [COMMON FRUSTRATION].

My content makes [TOPIC] feel [DESIRED FEELING] by using [YOUR DIFFERENCE].

People should remember my brand for [THREE WORDS].

The belief behind my brand is [CORE BELIEF].

6. Visual Direction

Keep this simple. Consistency beats perfection.

Primary color	# _____
Accent color	# _____
Headline font	_____
Body font	_____
Image style	Realistic / cinematic / clean / playful / other: _____
Three visual keywords	_____

7. Final Brand Checklist

Check these before you start publishing. Revisit every 90 days.

- ☐ My audience is specific (not “everyone”).
- ☐ My promise is easy to understand in one sentence.
- ☐ My voice traits are consistent across posts.
- ☐ My content pillars are repeatable and clear.
- ☐ My visuals use the same colors and fonts.
- ☐ Every post has one clear purpose and one clear CTA.

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