



Brand voice

what makes
you different



What is your brand voice?

It's the way you show up in the marketplace... the way you teach your classes, interact with your clients, and talk about your studio. Before you write your content, you need to think about your business and get clear on what makes YOU different from other options in your area. This is your brand voice.

YOUR BRAND VOICE IS THE:

- atmosphere you create in your studio
- way you talk about yoga, health, and fitness
- passion you bring to the studio every day
- energy your teachers and staff show to customers

Your studio might be warm, welcoming and relaxing. It might be energetic, trendy, and up-tempo. The classes you teach could be focused on goals + grit or flexibility + feelings. Or your vibe could be completely different... a combination of all these things.

So, let's get clear on it... okay?



Imagine you're sitting with a friend in a coffee shop and you're talking about your studio. As you talk, you notice your friend is interested and listening intently.

Answer these questions as if you were talking to that friend...
Describe your studio and what makes it special.

What do you LOVE about your work?

Describe your students. Who are they? Why do they come to your studio?

How is your studio different from other studios in your area?

What do YOU want to be known for in your community?

This is the foundation of your message... and getting clear on it will make writing your website much, much easier! Finding it difficult to answer these questions because you're just starting your studio? That's okay... just imagine you're looking back on your studio a year from now. What do you want the answers to be? **Let's start there.**



Hi, I'm Connie, web designer and digital strategist

At Pixality Design, I help independently-owned fitness, wellness and yoga businesses make a name for themselves online.

If your digital home isn't living up to the clean and vibrant experience of your brick-and-mortar center, I can help.

As an Authorized Squarespace Trainer and Certified Mindbody Business Consultant, I primarily work with boutique fitness and yoga studio owners just like you.

I specialize in websites that are:

- Attractive and on-brand for your particular business
- Integrated with your online booking system and able to handle multiple teachers, classes, and locations
- Mobile-friendly (aka. responsive) so that you, your clients, and your staff can access it while you're on the go
- Optimized so search engines, like Google can find you when people in your area are searching for what you offer
- Easy to use so you can update your own site as your business grows and changes

Your website immerses your potential clients in the online version of your actual studio – is yours a true reflection?

Give your customers an amazing experience with your brand – both online and in the studio!

Learn more about my work or contact me to schedule a free consultation at pixalitydesign.com.