

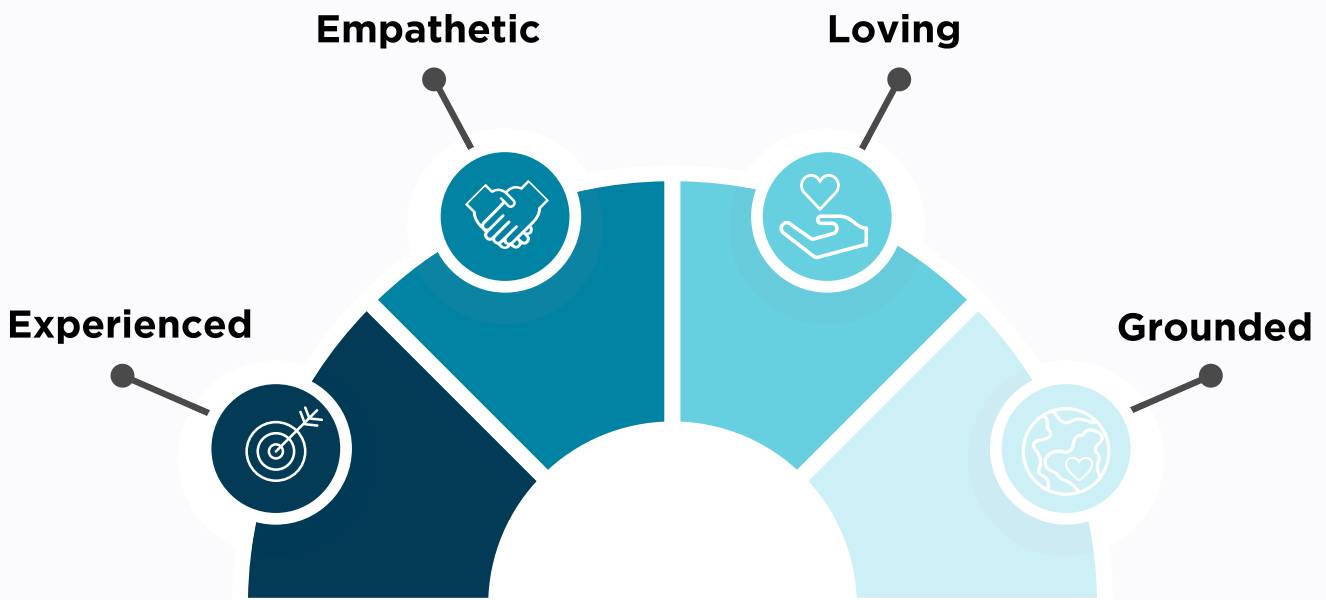


CROWN VOICE  
2022



## Brand Voice

Taking those personality traits that seemed to represent Crown best and converting them to voice characteristics, we have the four voice characteristics of:



This is a nice balance of hard (grounded and even, experienced) and soft (empathetic and loving). It's important to maintain that balance in everything you write.



## Experienced

### Always

- ✓ Wise
- ✓ Practiced
- ✓ Genuine

### Never

- ✗ Impatient
- ✗ Stodgy
- ✗ Didactic
- ✗ Preachy
- ✗ Cocky



## Empathetic

### Always

- ✓ Caring
- ✓ Listening
- ✓ Welcoming

### Never

- ✗ Disingenuous
- ✗ Pandering
- ✗ Obsequious

### Don't say:

- ✗ *"Crown's been around the block a few times. We know what it takes to help you understand who you are, what you have and how to use both well. But doing that is up to you. We can't make you use your resources well."*

### Don't say:

- ✗ *"We've been there. We know exactly what you're going through. The fear, the desperate lack of knowing what to do. It's not fun, is it? But we've got your back. You're never alone in this."*

### Do say:

- ✓ *"Crown has helped thousands of people around the world to know who they are, what they have and how to use both well. We know what works. But most of all, we know what can work for you."*

### Do say:

- ✓ *"We've all had moments of worry and not knowing what to do about our finances. But we've also seen how God has come through time after time for people just like you. You don't have to go through this alone. We're here to help."*

### Rationale

The Don't statement uses clichés and is a bit harsh in its tough love approach to telling people how much it is up to them. The Do statement adds a more empathetic element to the Experienced voice. It also throws in a small credibility point— "...helped thousands of people..." — to demonstrate Crown's experience. Whenever possible, show rather than tell.

### Rationale

The Don't statement is pure cliché. It also promises more than what Crown can deliver and takes empathy beyond credibility. We can't "know exactly what you're going through." But as the Do statement points out, we can still help because the reader is likely not unique in terms of the struggles they face. We've seen similar situations and have solutions. We let our experience guide our empathy. Both end with a statement of support, but the Do statement doesn't take it too far and sound like an Instagram meme.



## Loving

### Always

- ✓ **Grace-filled**
- ✓ **Encouraging**
- ✓ **Truth-oriented**

### Never

- ✗ **Frail or anemic**
- ✗ **Fake**
- ✗ **Manufactured**
- ✗ **Sentimental**

### Don't say:

(TO THE END BENEFICIARY)

- ✗ *"God cares so much for you. His love will surround you no matter what you're going through. He cares for the sparrow and He will be with you, loving you, as you work through any crisis of finance, identity or faith."*

### Don't say:

(TO THE DONOR)

- ✗ *"God cares so much for you. His love will surround you no matter what you're going through. He cares for the sparrow and He will be with you, loving you, as you work through any crisis of finance, identity or faith."*

### Do say:

(TO THE END BENEFICIARY)

- ✓ *"God cares so much for you and is with you through all situations. We're here as well to provide the experienced wisdom, caring support and helpful tools to see you through this challenge...and the next. Together, we'll help bring to life the multiple assets you already have but may not realize."*

### Do say:

(TO THE DONOR)

- ✓ *"God cares so much for you and is with you through all situations. We're here as well to provide the experienced wisdom, caring support and helpful tools to see you through this challenge...and the next. Together, we'll help bring to life the multiple assets you already have but may not realize."*

### Rationale

The Don't statement, as in the other examples, takes good thoughts just a bit too far. It's not bad. It just needs to avoid being too sentimental. The Do statement supports the emotions with practical ways in which Crown loves and supports the person.

### Rationale

The Don't statement is OK until that final sentence which goes over the top. The Do statement removes the exclamation point from the first sentence to ground it more and then shows what love in action looks like rather than offering platitudes. It shows how much you can explain about your work in just a sentence.



## Grounded

### Always

- ✓ **Convinced**
- ✓ **Confident**
- ✓ **Solutions-oriented**
- ✓ **Pragmatic**

### Never

- ✗ **Authoritative**
- ✗ **Rigid**
- ✗ **Dogmatic**
- ✗ **Close-minded**
- ✗ **Boring**

### Don't say:

✗ *"Crown's approach to biblical stewardship is proven and effective. Follow it, or risk staying in the same destructive and depressing cycles with your finances."*

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### Rationale

While both use the exact same first sentence, the second one demonstrates your authority whereas the first is almost a threat. The issue of being grounded comes out in these more as a testament to your expertise and experience. Thus, when speaking in a grounded voice, it sometimes works best to show the outcomes of your commitment and grounding than to highly the value itself.

### Rationale

This one is tricky because the Don't statement isn't bad. It's just a bit too much. Even eliminating "...steadfast, enduring..." would help. Most of all, you are always better off showing rather than telling. Committed doesn't have to be "in your face." As Matthew 11:19 notes, "Wisdom is vindicated by her deeds." You stand behind your commitments without having to restate them all the time. You can speak in a grounded way that is also relevant and compelling when you show the results of being grounded rather than telling people how grounded you are.



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## Who/what is Crown?

Crown is the trusted guide that helps people to understand and act on who they are, what they have and how to use both well.

## What does Crown do?

Crown helps you understand who you are, what you have, and how to use both well.

## Brand Filter

For every decision, speech (personal conversation), or copy you write, ask these questions along with using the key messaging:

- Who or what is being activated? How? Is there a better way to express this concept?
- How does this reflect who you are, why you're here, what you have and how does God want me to use this?
- How does this demonstrate Kingdom wisdom?
- What is the "from" and what is the "to" here?
- How could this be more practical?
- How does this represent partnerships and collaboration?
- How could this be more experiential?
- How does this lead to purposeful freedom?
- Am I saying/writing this in a voice that is:
  - *Experienced*
  - *Empathetic*
  - *Loving*
  - *Committed*