

# BRAND VOICE GUIDE

*for*

**Laura Bennett**



*HYROX Fitness Coach & Strength Trainer*

# TABLE OF CONTENTS

[BRAND VISION](#)

[BRAND VALUES AND BELIEFS](#)

[BRAND PROMISE](#)

[ELEVATOR PITCH](#)

[BIOS](#)

[STORY](#)

[CONTENT LIBRARY](#)

[BRAND PERSONALITY](#)

[AUDIENCE](#)

[SIGNATURE SERVICES](#)

[VOICE](#)

[VOCABULARY](#)

[STYLE GUIDE](#)

[RECOMMENDATIONS](#)

## **BRAND VISION**

Lara is the go-to online fitness coach for people who want to get strong, confident, and consistent, without extreme diets, punishment workouts, or fitness culture nonsense.

She teaches people how to train in a way that fits their real life, builds long-term strength, and makes them feel powerful in their own body.

## **BRAND VALUES AND BELIEFS**

### **Realistic fitness**

No extremes, no fads, no “all or nothing.” Training should be sustainable.

### **Education over intimidation**

Lara explains the *why* behind everything so clients feel capable, not confused.

### **Consistency beats motivation**

She doesn't rely on hype. She focuses on building habits.

### **Strength and progress equals confidence**

Physical strength directly builds mental resilience and self-belief.

### **No shame, no guilt**

Missed workouts, busy weeks, imperfect diets are normal and not failures.

## **BRAND PROMISE**

### **Brand Promise**

She helps people stop choosing between strength and endurance.

Through structured hybrid training, she removes the overwhelm and doubt around combining low-intensity strength work with running, conditioning, and cycling.

Because with the right support, becoming a hybrid athlete is how you become the strongest, most capable version of yourself.

## ELEVATOR PITCH

Lara helps everyday people build strength, confidence, and consistency through hybrid training that matches their fitness level and fits around their lifestyle.

## BRAND STORY

Here's a tightened, story-led version that keeps her voice, her lived experience, and ties beautifully into her hybrid training message.

I have never had the stereotypical body type of an athlete.

I am curvier. I do not have a six pack, let alone abs all year round. And I cannot count how many times I have heard things like

"You are fast for your body type"

"You are athletic for your body type"

"You are good at Hyrox for your body type"

Here is the truth.

I didn't grow up athletic. I found fitness later in life after years of yo yo dieting, gym anxiety, and trying every program that promised quick results.

What changed everything was not motivation. It was understanding how training actually works.

I became obsessed with learning about strength training, habit psychology, and building routines that were sustainable. What started as personal change became a passion for helping other women step away from toxic fitness culture and build strength in a way that feels empowering, not punishing.

So ladies, let this be a reminder.

Your body type is not what makes you fast, strong, or powerful.

Your consistency is.

Your structure is.

Your dedication is.

If you train like an athlete, you are an athlete.

And if you have ever felt like you were not "built" for this, I promise you, you are.

Ready to become the athlete you never thought you could be?

## **BIOS**

### **PODCAST BIO**

Lara Bennett is an online strength coach who helps everyday people build confidence through realistic, sustainable training that fits their life.

After years of yo yo dieting and gym anxiety, she became obsessed with understanding how training actually works. What started as personal change became a mission to help others step away from toxic fitness culture and build strength in a way that feels empowering, not punishing.

She specialises in hybrid training that combines strength, running, and conditioning, and is also a HYROX athlete and coach who teaches that performance is about pacing, control, and smart strategy.

Her coaching focuses on strength, habit building, and education so clients understand why they train, not just what to do.

When she is not coaching, she is lifting heavy, walking her dog, or forgetting to finish her iced coffee.

### **INSTAGRAM BIO**

Laura Bennett | HYROX Fitness Coach  
Helping you get strong without extreme diets or gym fear  
Redefining Women's Strength  
Online Coaching Application 

## **CONTENT LIBRARY**

These references humanise Lara's brand:

- Iced coffee she forgets to finish
- Gym anxiety stories from when she started
- Client wins (non-scale victories)
- Busy life realities
- Dog walks, daily routines

- Simple meals, meal prepping, realistic days
- Personal photos and day-to-day life perform best.

## VOICE

Lara’s voice blends warmth with authority, which is a mixture of two opposites of the spectrum. Her Instagram captions use emotive language and longer sentences to hook and engage. However on her website, her ‘coach’ voice shines through - reassuring, and relatable.

Instagram & Email: Friendly, story-led, relatable, encouraging

Website: Clear, direct, reassuring, authoritative

She adapts depending on where she is:

- On Social Media → Conversational and Supportive
- On Website → Confident and Straightforward

## tone AND READABILITY

Channel	Readability	Tone
Emails	Grade 3–4	Relatable, story-based, encouraging
Instagram	Grade 2–3	Friendly, motivating, engaging
Website	Grade 6–7	Clear, educational, trustworthy

Cadence: 12-14 words per sentence on Instagram, 10-12 words per sentence on her website.

# BRAND VOICE PERSONALITY

## Core Traits

**Confidence. Energetic. Passionate. Friendly. Encouraging.** ✨

Lara's voice sits somewhere in the middle. She is motivating without being intense, authoritative without being intimidating, and educational without being overwhelming.

- She empowers without shaming
- She motivates without yelling
- She teaches without overwhelming

Her tone should feel like a coach standing beside you, not shouting from in front of you.

### Be friendly and approachable

Lara is the kind of coach who feels easy to talk to. Her audience should feel like they could message her, ask a question, or train with her without feeling judged. Her communication feels human, warm, and welcoming. Never clinical. Never distant.

### We educate and inspire

Education is a huge part of Lara's voice. She does not just tell people what to do. She explains why. She breaks things down simply so people feel smarter, more capable, and more in control of their training.

This makes her paid coaching feel even more valuable because people can see the depth of her knowledge before they ever work with her.

### Be conversational

Nothing Lara writes should feel formal or corporate. Her content should feel like she is talking directly to one person. It should invite engagement and reflection.

She often speaks directly to the reader using "you" and asks questions that make them think about their own habits, struggles, and goals.

### We are completely ourselves

Authenticity is central to Lara's voice. She openly shares that she did not grow up athletic. She talks about yo yo dieting, gym anxiety, and feeling like she did not "look" like an athlete.

Her audience hears her voice in their head when they read her content. It feels spoken, not written.

### **Be specific**

Lara shows people what she means through real examples. She references real training scenarios, race day experiences, gym moments, mindset struggles, and daily routines. Specific details make her content feel relatable and lived in, not generic fitness advice.

### **Show, do not tell**

Instead of saying “hybrid training is hard,” she talks about pacing a sled push after a 1 km run. Instead of saying “consistency matters,” she talks about building routines that fit around work, family, and real life. She demonstrates her message through examples.

### **Stories are essential**

Lara’s audience connects deeply to her personal story. Her captions often use longer sentences and storytelling to draw people in emotionally before teaching a lesson. Her journey from yo yo dieting and gym anxiety to hybrid athlete and coach is a core part of her brand voice.

### **Every word has a purpose**

Even though she uses longer captions on Instagram, they are intentional. No fluff. No filler. Each sentence either builds connection, teaches something, or reinforces her message. On her website and in structured content, her voice becomes more grounded, reassuring, and concise.

### **The feeling her voice should leave her audience inspired**

After reading Lara’s instagram content, her audience should feel:

- Capable
- Reassured
- Understood
- Motivated in a calm way
- Clear on what to do next

They should never feel ashamed, overwhelmed, or pressured.

## **VOCABULARY**

### **EMPHASISE IN COPY**

- Focus on strength, not aesthetics
- Education-first coaching style
- Sustainable routines
- Non-toxic approach to fitness
- Empathy for beginners and busy adults
- Long-term consistency over short-term intensity

## WHAT NOT TO SAY / DO

Avoid	Why
"No excuses" language	Creates shame
Extreme diet talk	Not aligned with brand values
Intimidating gym jargon	Audience are beginners
Hype fitness promises	We focus on sustainability
Before/after obsession	We celebrate strength, not just appearance

## AUDIENCE

### Primary Audience

Pain Point	What they're feeling
Start and stop fitness routines	"I can't stay consistent"
Intimidated by gyms	"I don't know what I'm doing"
Tired of extreme plans	"I don't want to diet again"
Low confidence	"I don't feel strong in my body"
Busy schedule	"I don't have time for this"

### Secondary Audience

Beginners wanting to learn how to strength train properly.

## SIGNATURE SERVICES

1. **1:1 Online Coaching Program:** Personalised strength training, habit support, and education.
2. **Beginner Strength Course:** Teaching proper form, routines, and confidence in the gym.

### Client Testimonials

Laura has changed my life. She motivates, pushes me, and is my biggest supporter!  
Eleni

Laura's expertise & support fueled my journey-forever grateful for this new lifestyle.  
Emily

The care and kindness Laura provides to her clients is why we all are successful!  
Sam

## STYLE GUIDE

Lara's audience is primarily American, and all communication should reflect American spelling, phrasing, and references.

She writes how she speaks. Her tone is conversational, encouraging, and authoritative without sounding clinical or intense.

She uses contractions naturally unless she is emphasizing a point. Her writing should feel human, warm, and easy to read, never corporate or formal.

### PUNCTUATION

- Always use the Oxford comma.
- Do not use dashes of any kind.
- Do not use semicolons.
- Do not use ellipses unless they are part of natural storytelling in captions.
- Periods and commas should do most of the work.
- Parentheses can be used occasionally to add human asides or clarifications.

## **OTHER PUNCTUATION**

### **Exclamation points**

Use sparingly. Lara is energetic but not loud. Emotion should come from the words, not punctuation.

### **Question marks**

Use one only. Lara asks thoughtful, reflective questions to encourage engagement.

### **Ampersands**

Avoid unless character count is an issue.

### **Quotation marks**

End punctuation should sit within the quotation marks.

## **Call-To-Action**

### **In web copy and buttons**

CTAs should be written in ALL CAPS.

### **In email and blog copy**

Hyperlinked text should flow naturally within the sentence. Capitalize normally and include punctuation in the link.

### **In social captions**

CTAs should feel conversational and encouraging, not salesy.

## **DATES AND TIME**

Month, Day, Year format.

When written: August 12, 2019

When shortened: 8/12/19

Including the year is optional.

Lowercase "am" or "pm" with no space after the number.

Capitalize the time zone using the 3 letter format.

Example: Tuesday, May 14 at 10am PST / 1pm EST

## **USE OF NUMBERS**

Always use numerals as they are easier to read.

Use numerals for training terms.

Examples: 3 week program, 1 on 1 coaching, 4 day split.

## BULLETED LISTS

- Do not use punctuation at the end of bullet points
- Leave a line break between the last bullet and the next paragraph
- Start and end with the strongest points
- Keep bullets meaningful and specific

Bullet points are not used to separate lines in Instagram captions.

## EMOJIS

- Lara uses emojis mainly on Instagram to add warmth or emotion.
- Do not overuse them.
- Never replace words with emojis.
- Use the default yellow skin tone.
- Avoid emojis on the website unless used very intentionally.

EMOJIS Set: 🐶💕☕️😌💪🧠✅🔥💖

## MEMES AND GIFS

Can be used occasionally in emails or stories when they add personality or humor.

They should feel natural and relevant, not forced.

## CALLOUT TEXT

**Bold** can be used to emphasize important lines or statements in longer copy.

Words can occasionally be capitalized for emphasis such as ALWAYS or NEVER, but this should be rare.

Italics can be used to add tone or internal thoughts in storytelling captions.

## HOW TESTIMONIALS SHOULD BE FORMATTED

“Result achieved in sentence case.”

“Continuation of testimonial with selective bold for emphasis.”

– NAME, OCCUPATION

This ensures Lara's content always feels encouraging, educational, relatable, and confidently human across every platform.

## **RECOMMENDATIONS**

### **Create more touchpoints across the customer journey**

Develop a lead magnet to capture email addresses and build an email list. An email sequence can then nurture trust, showcase her expertise, and naturally introduce her services and programs.

### **Build a free community group**

Create a free group for people who are interested in her coaching but are not ready to invest yet. This allows them to feel part of the community, learn from her content, and stay connected until they are ready to join a paid program.

### **Invest in a professionally written and designed website**

Hire a copywriter and designer to create a more polished, professional website. The structure should follow user experience principles to guide visitors naturally toward her offers and increase conversions.