

# madebygoodyutes – Brand Voice Guide

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## 1. Brand Core

### Mission Statement:

Our mission is to empower small and medium-sized businesses with AI-driven solutions and custom-built software that simplify operations and optimize performance.

### Vision Statement:

We envision a world where every business, regardless of size, can operate smarter, faster, and more accurately with the help of AI technology.

### Core Values:

- **Excellence** – We strive to set the gold standard in everything we do.
- **Passion** – Our enthusiasm and commitment to our craft fuel our drive.
- **Determination** – We face challenges head-on, always seeking the best solution.
- **Care** – Our clients are our partners. We cherish these relationships, ensuring a smooth and rewarding collaboration.
- **Community** – We are more than a company; we are a family, committed to uplifting and supporting one another.
- **Innovation** – Pushing boundaries and thinking outside the box is in our DNA.

- **Collaboration** – Teamwork is our strength. Together, we achieve more.
  - **Integrity** – Honesty and transparency guide our actions, earning us a reputation that speaks for itself.
  - **Resilience** – We learn, we adapt, and we persevere. We see challenges as opportunities in disguise.
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## 2. Audience Overview

**Primary Audience:**

Small to medium-sized business owners and founders as well as operations managers looking for technological solutions to streamline processes and scale operations. AI-curious, forward thinkers interested in integrating AI into their businesses but not sure how or where to start.

**Tone Preferences:**

Professional but relatable. They value clarity, efficiency, and expertise. They don't want fluff or hype — just solid, future-facing solutions that work.

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## 3. Voice Characteristics

Voice Trait	What It Means	What It's Not
Friendly	Approachable, like a trusted teammate	Overly casual or meme-y
Confident	Knowledgeable, solutions-oriented	Arrogant or dismissive
Clear	Straightforward, no jargon unless needed	Robotic or overly simplistic
Forward-Thinking	Focused on innovation and progress	Buzzword-heavy or unrealistic



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## 4. Voice in Practice – Do's and Don'ts



### Trait: Friendly

-  Do: "Let's simplify your workflow — one tool at a time."
-  Don't: "Yo! Wanna automate your biz with us?"

### Trait: Confident

-  Do: "Our custom-built software is designed to grow with you."
-  Don't: "We think this could probably help some businesses..."

### Trait: Clear

-  Do: "No templates. Just tailor-made solutions that work."
-  Don't: "We leverage synergies to maximize cross-platform scalability."

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## 5. Voice in Different Contexts

Context	On-Brand Example	Off-Brand Example
Website Headline	"AI solutions that save time and scale with you."	"Innovative tech to disrupt your paradigm."
Product Description	"Built from scratch, just for your business — no copy-paste code."	"We provide high-performance enterprise SaaS and ML frameworks."
Error Message	"Something's off. We're on it — try again in a sec."	"A critical exception occurred. Error 10493."
Social Media	"Smart tech. Real impact. Let's build better business together."	"Our developers are agile wizards creating digital revolutions."


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## 6. Brand-Specific Language Guidelines

### Words/Phrases to Use:

-  “Custom-built,” “streamline,” “automate,” “optimize”, “scale smart,” “real-time,” “tailored solutions”

### Words/Phrases to Avoid:

-  “Disruption,” “crushing the competition,” “next-gen SaaS stack,” “synergy-driven cloudification”
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## 7. Style & Formatting Guidelines

- Write in **active voice**: “We build,” not “It is built by us.”
  - Use **natural, conversational tone** — professional, not stiff or overly corporate
  - Use **contractions**: “We’re” instead of “We are”
  - Define or avoid technical jargon unless the audience is clearly technical
  - Keep sentences **short and impactful**
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## 8. Usage Notes

### For Use By:

Marketing, Development, Product, Support, Sales, and any external contractors creating branded content.

### Last Updated:

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