

# Brand Voice

*A voice that respects attention, challenges assumptions, and delivers real value—fast.*

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## Voice Overview

Enhancv's voice is **confident, direct, and myth-busting**.

We don't perform. We don't hype. And we definitely don't write like we're trying to win a pitch meeting. Our users don't have time for fluffy intros or buzzwords—they want someone to **get to the point, tell the truth, and help them move forward**.

We deliver value with **clarity, structure, and honesty**—and nothing that feels “corporate,” condescending, or artificial.

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## Who We're Talking To

We write for users who:

- **Hate jargon** and can smell marketing fluff a mile away.
- Want **useful information fast**, not vague generalities.
- Appreciate **straight answers**, even when they challenge assumptions.
- Expect their time to be respected.
- Value **design, functionality, and honesty**.

They're not here for personality.

They're here for **results, clarity, and credibility**.

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## Voice Pillars

Enhancv's voice is built on **four traits** that drive everything we write—from product copy to blog content to support replies.

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### 1. Clear, Not Clever

Say it in fewer words. No vague phrases. No filler.

- Use **active voice**
- Favor **grade 6–7 readability** (aim for HemingwayApp green)
- Avoid absolutes unless you can back them up
- Eliminate words that add nothing

✓ "Build a resume that works."

✗ "Take the next leap in your career journey."

✓ "We believe a great resume gets results."

✗ "We believe that a great resume is the key to success."

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## 2. Truth-First

We're the **myth-busters** in the room. We cut through tired job search advice, bloated writing, and lazy templates with **candor and clarity**.

- Be confident when appropriate.
- Avoid "maybe," "might," or "some" unless uncertainty is key.
- Never bury the lede—start with what matters.
- Speak directly. Don't hedge.

✓ "Recruiters don't read your resume top to bottom. They scan."

✗ "Some recruiters might look at some of your resume, maybe."

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## 3. Human, Not Chatty

We're not trying to make friends. We're here to help. We sound human, but we're not performative or cute.

- Use contractions.
- Avoid corporate speak *and* fake friendliness.
- Avoid clichés, vague claims, and meaningless soft skills.
- Swearing is allowed—sparingly (e.g., "damn it," not "f\*\*\*").

✓ "Let's fix what's not working."

✗ "Hey there, superstar! ✨ Ready to boss up today?"

✓ "That's resume-writing bullshit. Here's what actually matters."

✗ "It could potentially evolve to be something more meaningful."

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#### 4. Efficient, Not Dismissive

Get to the point. Deliver value immediately. Always prioritize the reader's time.

- Don't ask rhetorical filler questions ("But how?").
- Spell out acronyms on first use (e.g., ATS = applicant tracking system).
- Don't overload with detail. One message = one takeaway.
- Avoid paragraph bloat. Break text into scannable, short sections.

✅ "Add your most relevant skills. Skip the soft ones."

❌ "A good team player with great interpersonal skills is a must-have."

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#### Voice in Context

Channel	Tone Example
Homepage	"Create a resume that gets interviews—without guesswork."
Product Tooltip	"Add your best achievements. Skip the fluff."
Blog Header	"No, your resume doesn't need a photo. Here's why."
Email Subject Line	"Stop overthinking your resume."
Support Message	"We'll sort this fast. Here's what to try next."

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#### What We Avoid

If it sounds like it came from a **PowerPoint deck**, **ad agency**, or **LinkedIn post trying too hard**—we cut it.

**Fake friendliness** – "Hey there! 🙌 Ready to win the day?"

**Empty sales lines** – "Land your dream job in 3 easy steps!"

**Corporate-speak** – "Enable your career potential through cross-functional value alignment."

**Clichés** – "Good communication skills are a must."

**Over-questioning** – "But how does that help you stand out?" (ask only when it matters)

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## Voice Checklist

Use this list before publishing any piece of content or copy:

Trait	Ask Yourself
Clear	Can I say this in fewer words? Did I avoid vague or empty phrases?
Useful	Does this provide an actionable takeaway or real insight?
Honest	Would we say this in person without cringing?
Direct	Am I avoiding hedging, hype, or passive language?
Respectful of Time	Would I keep reading if I had 10 seconds?