

FAS-Verbal-ID-R1-032423

About this Doc

This is the second draft of verbal identity. Nailing our voice will give consistency and credibility to our communications. The verbal identity also serves as a foundation and compass for the brand's visual development.

How to Give Great Feedback

Quality feedback reduces ambiguity, fosters an effective work process, and moves the work closer to final approval. Following the bullets below, we can avoid misinterpretation, address your comments methodically, and action them systematically.

- Assign one person to capture, collect, distill, and deliver your team's feedback. If multiple commentators provide feedback, we will ask for it to be redone.
- Provide complete, clear, and actionable feedback **directly in this doc as comments.**
- Include an action point for every piece of feedback. Example: "We don't like the word 'quirky' because it's too young for our audience. Action point: Find another word."
- Tell us why the idea, phrase, sentence, or word isn't right so we can find the best alternative.
- Practice brevity.
- To avoid confusion, please don't send feedback by other methods i.e. email, Slack, Basecamp, text, etc.
- Let us know in Basecamp when all your comments are in.

Deadline for feedback: March 27

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Brand Personality

Voice Persona

Drawing on our brand personality, this is who we are when we write and speak. Created to connect with our audience, our invented voice persona defines our character and makes abstract ideas tangible. This is particularly useful because it helps us understand, "How would FasterLines say this?"

FLYNN: THE DATA NERD NEXT DOOR

Drawing on the seeker archetype, Flynn is on a tireless quest for possibility. Think Marie Kondo meets Simon Sinek – Flynn holds great wisdom, but is the forever-

student just the same. Flynn looks through a curious lens, which is ever-inviting.

Flynn lives at the crossroads of **empowering, aspirational** and **actionable**, providing decision-makers with a new lens through which to view their operational flow. Flynn is **positive**, empowering stakeholders to see a brighter future *in the present*. Flynn is the street evangelist of data — sharing the power that simple data has to make a huge shift.

Flynn casually and purposefully introduces **disruption**, as they challenge thoughts in the name of growth. **Growth**. Flynn looooves growth, as it pertains to streamlining process, wait time, and the customer experience.

Flynn **questions** what is possible, and the ways in which we operate. They're **conversational** —real, hates inefficiency, and candidly talks about their experiences to help connect and encourage expanded thinking and action. Flynn is **principled**, and not afraid to share it. They deeply believe it is wrong to make people wait without being acknowledged, to forget to provide people with an expectation, to rob people of the only thing more important than money: *time!* Flynn **values time**.

Flynn also knows that a line isn't the bad guy, it's the red herring. The real culprit is the *delay*. Flynn is a *needless delay detector*.

Flynn is a **humble data coach** — never claiming to know more about your business, your customers, or your processes than you do. Flynn is **helpful** and in your corner, calling out the blind spots, and purposefully pointing out the areas that need the most attention. Flynn is **focused** and **clear**, because they believe the truth should always be simple. Overcomplicated tech and AI may appear innovative, but in Flynn's book it's about **simplicity** and implementation that is real and *right now*. Flynn's goal is to bring **harmony for both sides of the counter**: customers, employees, company leaders, business owners, and the FasterLines team.

Voice Pillars

The special makeup of our voice. The four cornerstones of the FasterLines voice.

1. **Enthusiastic**
2. **Kind**
3. **Illuminating**
4. **Outspoken**

Enthusiastic

Enthusiasm is at the core of our expression. We find great excitement as we open our clients' eyes with our proven metrics. We deeply believe in the power of what we have to offer, and burst at the seams with a "we just can't wait to share it with the world" type of energy. We speak with a tone that conveys excitement, energy, and positive emotion. It is our special way of showing our passion for what we do.

We are: Energetic, Passionate, Inspiring

We are not: Overzealous, Giddy, Balls to the Wall

Tips to infuse enthusiasm:

- Deliver words with a sense of urgency and conviction.
- Avoid using negative language, as it can dampen the mood.
- Vary sentence structure: Use a mix of short, punchy sentences and longer, more complex sentences to create a dynamic rhythm to keep readers engaged and interested.
- Use exclamation points, question marks, and dashes sparingly but strategically to emphasize and excite.
- Use examples, anecdotes, and stories to illustrate passion and excitement.

Kind

Kindness lies at the heart of everything we do. We strive to streamline the human experience, and in doing so, we approach our work with both intellect and heart, taking great care to relate to others. We balance our enthusiasm with warmth, empathy, and concern for others, which is especially important in situations where the other person is experiencing stress, anxiety, or other difficult emotions. Our kindness eases concerns and creates a sense of safety and comfort.

We are: Friendly, Understanding, Generous

We are not: Soft-spoken, Fluffy, Emotional

Tips to demonstrate kindness:

- Show up as real and honest — real people just like you.
- Address the audience with respectful language that shows we value and appreciate them.
- Demonstrate understanding by acknowledging feelings and experiences.
- Speak in a calm, helpful, and reassuring manner when tensions are high.

Illuminating

Our strength lies in our ability to open eyes and shift paradigms. We do that by illuminating the path ahead for those who need us — elevating processes and shifting perceptions to help them see what they otherwise could not. We speak in a way that conveys knowledge, wisdom, and insight to spark curiosity and inspire others to explore what we can achieve together. We catalyze change.

We are: Informative, Insightful, Factual

We are not: All-knowing, Preachy, Stiff

Tips to sound illuminating:

- Use language that is clear, concise, and easy to understand.
- Use facts and evidence to illustrate points and back up opinions.

Outspoken

We are not afraid to speak up and out, we are disruptive with purpose. Our innate seeker spirit compels us to uncover lessons beneath the surface and explore the unknown, and we recognize that candid conversations are essential to achieving these goals. We advocate for change and challenge “the way things are done.”

We are: Opinionated, Bold, Brave

We are not: Arrogant, Forceful, Bull-dowser

Tips to sound outspoken:

- Say what we mean
- Use assertive and confident language to convey opinions and ideas.
- Avoid using weak or tentative language that can make you sound unsure or hesitant.
- Remove qualifiers (very, often, hopefully, practically, basically, really, mostly)
- Invite others to share their own opinions and experiences; ours isn't the only one that matters.

How To Do It

Here's how we use language to deliver on our voice pillars and bring our brand idea to life. We are:

Practical & Actionable

Not looking into the future, but observing the present.

THIS:

We are practical. 'Right now, at this very moment, there are things that could be done to help you.' Let's think simpler, let's think about the present moment and the actionable fixes available to us, rather than about the way things could be. We are observing and optimizing the here and now. We are all about actionable data that empowers you to see.

NOT THIS:

'Imagine a world in which this is possible.' We aren't dreamers. We're not fanciful.

Sharing & Humanizing

Share a communal frustration through story, with an actionable fix.

THIS:

'We're going to be in lines, so let's make it a good experience.' We acknowledge that lines are a part of life, and focus on optimizing the experience, using real humanizing narrative as our way in. We aren't afraid to talk about what frustrates us, because we know addressing the problem is the first step to the healing process. 'Lines are *our* problem, *everyone's* problem.'

Rather than complaining, let's observe and dig in. And if we're going to complain, we're going to follow the rightful complaint with wisdom and truth, a way out of the fog — and a face to the familiar words. Let's not ignore the problem, let's really get into it, with an authentic story as our methodology.

NOT THIS:

Sharing pithy complaints that offer a faceless problem with no solution; "doesn't it just suck to wait?" Empty complaints put us into a victim mindset, and don't empower or educate. We don't simply focus on the issue, a heartless complaint without a story.

Opportunity & Optimization Focused

Rather than complain about problems, we look for opportunities.

THIS:

"How can we get people in and out faster and smoother?" Rather than pointing a finger at the negative, we explore the fixes that we can tangibly monitor and tweak. We can fix the things you thought were unfixable for so long. More so, we can fix the things you didn't even know needed fixing! We zero in on *needless delay* as the point of improvement, not the line or wait itself. We want lines, we want demand. We despise delay. So we'll shine a light on where the possibilities for disposing of delay exist. Everything is an opportunity for a fix, adjustment, optimization.

NOT THIS:

"Your lines are too long, people are angry and leaving! You're not servicing people in an efficient and productive way." The drill sergeant style of coaching and training.

Simple & Clear

Keep it simple.

THIS:

We don't use a lot of fluff or extraneous words, we cut right to the heart of the matter. We don't complicate, we don't use run-on sentences, we are clear and concise...with plenty of personality and heart. *This is our key differentiator.*

NOT THIS:

We don't use too many variables. We aren't too techy or complex. We focus on one thing: the delay, and how that translates into ROI, fans, and harmony. We are not theoretical. We're not talking about 'if this were a thing...' We're not dealing with theories of what can be done, we're dealing with facts around what *is*.

Inviting & Inquisitive

We ask questions as a means of educating.

THIS:

We value curiosity, conversation, and collaboration. We invite you to consider something you otherwise might not have. And we do it through a lens of wonderment, encouraging inquiry. We are grounded and generous as we ask "don't you want to know when your lines are slow and when they're not?" Or the inevitable question that is aimed at assessing, not assuming or shaming: **"Do you think that you are managing wait times perfectly?"** We open conversations with "consider..." "forget what you know about..." and "what if..." to begin the process of flipping the script.

NOT THIS:

We are never didactic and overt in our educating and data-providing. We aren't shaming. We create a brave space, where organizational leaders can honestly observe what's happening in their business.

Empowering & Service-Oriented

We impart knowledge. We share data as an act of service, a way to give back and do good.

THIS:

Behind all of our communication is the desire to share. As the humble seeker, committed to helping the world gain deeper insight, we drop wisdom wrapped in a relatable & refreshing candor. We are the keepers of real-time feedback. It's holistic. It's knowledge funneled through a lens of *process*: Observe, Learn, Act. That's how we approach everything we do, and that's how we speak. Like a great coach, we give you a fresh new observer, a new lens through which to look at yourself, your business, and your entire customer experience.

NOT THIS:

We're not dry, and our language doesn't include implied knowledge — we don't assume you know it all. We're not drab. We're not devoid of heart and purpose — never too salesy nor money-focused.

Humble & Hungry

We view ourselves as perpetual students, always seeking to improve and level up our skills, knowledge, and expertise.

THIS:

We make learning the central goal. Curiosity and openness to constant optimization is the key for everyone, including us. We adopt a *beginners mindset*, allowing us to see beyond our preconceived notions and biases.

"Is it possible that..."

NOT THIS:

"We already know..." or "This is the only way..."

Disruptive With Purpose

We challenge assumptions and shift perceptions in the name of growth.

THIS:

So many company owners are resigned to the way things are, we hate that. We challenge norms, go-to processes, and the 'way things are done.' We challenge the way company leaders and stakeholders approach their business, the way they think about data, and the way they think about their own role in their organization's ecosystem. We approach things differently. *"Let's start at the beginning. Let's look at it from square one." "Let's put ourselves in the shoes of a person waiting in one of our lines. What do they see, feel, hear?"*

NOT THIS:

We're not jerks about it. We can't want it more than you. If you're gung-ho, we'll be gung-ho with you. We don't make assumptions about our clients or their business, we set the example. We don't come across cocky or rude, we're not know-it-alls. We're not bullies.

Personal & Relatable

We leverage our life experiences.

THIS:

We are right there, in the trenches, right beside you every step of the way. We see our clients, the customers, the employees, the stakeholders, the entire ecosystem as an extension of our own story, because at the end of the day we all want the same things. We create the line we want to wait in, because we're all also consumers. We all wait in lines. Let's take what we know to be true from our own personal experiences and put it to work for our business. We use our own experience to fuel innovation. We create the world we want to live in. We create the lines we'd want to wait in.

NOT THIS:

We never speak as outsiders, or foreign to the problem.

Voice In Action

Key Themes

1. Our view of the world
2. How we help (core benefits)
3. Reasons to believe

THEME 1: OUR VIEW OF THE WORLD

Small insights can create massive shifts.

If we told you that you could create better customer relationships with just a little extra knowledge, wouldn't you say yes? If you could get a birds-eye view of the street you're driving on and see an accident up ahead, you'd make a turn. We're all about those small insights, resulting in a powerful ripple effect.

It doesn't have to be broken for you to fix it.

You know that timeless wisdom (if it ain't broke, don't fix it) — it's not true! If it ain't broke, why wait for it to break? You can turn good into great *now*. We call your attention to potential holes before they sink your ship. We're proactive.

The simpler the better.

Sometimes companies view complexity as a value-add, we don't. When you add complexity to things, you're adding more parts that could break, and greater barrier to entry for the organization itself. We know that our clients have tried data before, it was clunky and difficult to integrate. We provide a natural add-on to our our clients' existing operation. Minimal to no training required. Optimization, not complication. We're here to make what you already have work more effectively for you – rather than 'here's a boatload of new things that you need to install, figure out, and troubleshoot.'

Message in a few sentences:

It doesn't have to be broken to fix it, so *why wait?* By the time you recognize what's broken, you've already lost revenue. Create your own opportunities and get ahead by using your existing security cameras paired with our technology to tell you how your long lines cost you customers, return visits, and general dissatisfaction. Why wait for negative reviews to roll in when you can get your lines moving with FasterLines?

THEME 2: HOW WE HELP (OUR CORE BENEFITS)

We bring visibility to your blind spots.

You can only fix the problems you know exist. We'll help you do that, with data. It's not magic. All of this practical actionable knowledge is right there in front of you, it's just hard to see when you're in it. We'll be your 3D glasses and help those key insights pop out — helping you see the red flags!

We affect the most important customer decisions.

We empower you to create a larger lifetime value for every customer. We help you create return customers. The key to powerful marketing is associating a brand with a positive feeling; a positive line-waiting experience is one of the most salient things you can experience with a business. We optimize that experience for your customers, while simultaneously optimizing your employees' experience (happier customers means happier employees means better business and happier stakeholders). Help your employees interact with happier customers, allowing them to enjoy their jobs more. We help you create more fans!

Our data sparks your operational wins. We initiate a ripple effect, creating seismic shifts in your business.

We teach our clients how to fish, so that they can feed their teams (and themselves) forever. We're the long-term solution. We know that a small adjustment can have a lasting impact on customers, employees, and revenue — and across our clients' multiple locations. The potential is significant, and is something that will only get better and better. We set that ball rolling. *The first fix should pay for the cost of the service, beyond that is pure ROI.*

Message in a few sentences:

Your business is a delicate ecosystem; even the smallest nudge in the right direction could lead to a profound and lasting positive change in customer satisfaction, revenue, and employee retention. Just like seeing the road from a birds-eye view helps you to avoid obstacles, our real-time data and insights help you find opportunities for small but necessary changes that will turn customers into fans and fans into lifetime shoppers. Your customers will be that much more likely to forgive your imperfections, tolerate the ebbs and flows of your business, and come back despite any hiccups because they're bought in. The experience that your customers have in line determines how they show up at the front of it, so treat them to a good experience in line, and they will pass this gratitude back to you.

THEME 3: REASONS TO BELIEVE.

- 1. Simple data that's proven to generate fans and up to 12x ROI!**
- 2. Real-time data, tried and tested with real companies to create measurable change!**
- 3. We take what you do well, and add speed of service. We add efficiency to your value proposition.**
- 4. If lines are efficient, people are happier. What's not to believe?**

Message in a few sentences:

There's no need to over-complicate things — the more moving parts, the more likely one of them will break. We believe simpler is always better. We have stripped down our system to use what you already have to tell you real applicable data to help optimize your line waiting experience and see up to 12x ROI. Our data and coaching has been proven across industries to generate real and measurable impact. Efficient lines create happy customers, happy customers come back, that's just a simple truth. There's nothing to wait for, literally.

Signature Phrases

Multi-purpose phrases that sit at the center of the brand. Pick and choose to use in content, particularly for headlines and soundbites.

- The experience that a customer has in line determines how they show up at the front of it.
 - Simple data that makes huge shifts.
 - The data you can see.
 - Actionable data that's as seamless as waiting in an efficient line.
 - We're not adding another layer of complexity, we're removing one.
 - The first fix pays for the cost of the service — beyond that is pure ROI.
 - Don't wait for it to break, fix it now.
 - What are we waiting for?
 - Don't delay.
 - What's the hold up?
 - Don't wait for the negative reviews to take control of your lines.
 - A line worth waiting for.
 - Happy line, happy life.
 - This isn't your problem, this is *our* problem.
 - We can't stand pointless lines.
 - Lines are an exciting opportunity to build fans.
 - Make increasing efficiency increasingly simple.
 - Fixing the things you didn't know needed fixing.
 - Let's color outside the lines.
 - A line worth waiting for.
 - A wait worth remembering.
 - Create the line you'd want to wait in.
 - Go ahead, cross the line.
 - Let's get out of line.
 - Harmony on both sides of the counter.
 - One small step for you, one giant leap for your lines.
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Word Kit

Key vocabulary to shape our language in communications. This section should be added to, over time, to improve consistency and shape our language in communications.

Data-driven	Possibility	Insight	Passionate
Human-centered	Fast	Impact	Inquisitive
Clear	Easy	Discover	Uncomplicated
Simple	Ease	Massive	Intentional
Optimize	Fans	Personal	Unseen
Harmony	Real	Innovation	Driven
Truth	Speed	Flow	Streamlined
Growth	Service	Move	Visibility
Proven	Satisfaction	Challenge	Experience
Metric	Experience	Change	Wisdom
Measured	Retention	Curiosity	Birds-eye-view
Potential	Positive	Seek	Blind spots
Clarify	Actionable	Opportunity	Concise
Delay	Wait	Illuminate	Catalyze

Storytelling

FasterLines Brand Manifesto

A creative narrative that captures the FasterLines brand's ethos, facts, and feelings.

We spend so much of our life waiting.

Waiting to get to where we're going.

Waiting for things to be better, faster, more fluid.

Waiting, without being seen or heard.

Waiting for someone to care.

It's a real shame to waste so much precious time.

Especially if we don't have to.

So then how can it be that we lack innovation and creativity when it comes to waiting in line?

Have we simply accepted long lines as a necessary evil, a part of the way life works?

This whole thing is way out of line.

We need something to stand for.

Data-driven, efficiency-minded, process-streamlining practices.

Something real and true.

Something to quench our thirst for optimization.

What if there was a different and data-proven way to move every line faster?

Like the one we're standing in, right now.

The one that's jammed, inefficient, frustrating, and unfulfilling.

What if all it required was a willingness to forget everything we know and embrace a new way forward?

We're drawing the line *right here*.

And creating a new one:

The line we want to wait in.

A *you* line.

A human-centered experience.

Because everyone wants to be acknowledged.

No one should feel forgotten.

Everyone deserves to get where they're going.

And we all benefit when a line moves.

Why wait?

300-Word Elevator Pitch

We spend so much of our life waiting. Waiting to get to where we're going, for things to be better, for someone to care. It's a real shame to waste so much precious time when we don't actually have to. Everything in our world is streamlined, everything's about usability, ease and immediacy. So why is it that when it comes to lines, we've given up our desire for more? Why is that a line is where innovation ends? We've resigned to waiting. That's not OK. We're drawing the line.

The experience that a customer has in line determines how they show up at the front of it. And to optimize that customer experience, we've created a unique 'delay metric', a one-of-a-kind unit of measure that highlights the hold-up in your flow. Because we know you're busy, we know you don't always know where to look to find the problems and solutions in your business. So we're here to shine a light on something that may have been shrouded in inefficiency for so long that you've just accepted it was a natural part of your business.

We can empower you to fix things you didn't even know were fixable. So often, data is about long-term comparisons. Not ours. Ours is immediate. This isn't about anything but right now, a minute-by-minute analysis of your efficiency. And you get to do whatever you want to do with that data. We trust you like that. We're your data coaches — the Alfred to your Batman, the Q to your Bond. We'll empower you to optimize as you see fit because you're the hero of your team. We simply provide you with another added layer of insight into your operational flow, because we value your time. Let's create a line worth waiting for. *Don't delay.*
