

Voice & Communication Snapshot Guide

Clarify your vision, values, and voice so every message is clear and true to your purpose.

How to Use This Guide

This isn't a personality test or a marketing checklist; it's a conversation starter with yourself. Whether you're building a personal brand, freelancing, launching something new, or want to better express your values, this guide is designed to help you:

- **Get clarity on your vision, mission, and why**
- **Define the values that matter most**
- **Identify how you naturally communicate and show up**

If you have not read my article: [You've Got the Megaphone, How Will You Use It?](#), you can better understand the benefits of this guide there. You can fill this out all at once or in short reflective sessions. There's no right speed, just start where it feels natural.

1 A Communication Guide

Use this as a resource to help others understand you better and check your own decisions. This guide will help voice your values, motivations, and how you speak.

2 Let it evolve with you.

Think of this guide as a living document. Update it whenever your clarity deepens or your context changes, with a yearly check in as a guideline.

3 Use AI as a conversation partner.

The snapshot you will create from this guide pairs well with tools like ChatGPT. Let AI be a thought partner, not just a generator. From this you can create a document to include as a source to focus your messaging:

- "Does this idea align with my voice and style?"
- "What are the key values I express in my conversations?"
- "Write an email on {x} using my voice and styling."

4 Make it yours.

The goal isn't to write something impressive, it's to write something honest. There's no "right" number of values, pillars, or keywords. If you have 6 core values instead of 3, include them all. You're not building a pitch deck. You're providing context for how you want to be heard. The purpose of this guide is to help you get started.

Build Your Message



Tell your story

- I let AI interview me and did a 1 hour life-story dump. Additionally I had ChatGPT ask me random questions while I took walks. You could have a friend(s) do a similar thing.



Questions to ask

- "What are the key values I express in my conversations?"
- "What tone do I use when talking to you?"
- "Based on what you know about me, how would you classify me according to the Meyers-Briggs evaluation or similar tests?"



Draft & refine

- Between the life-story dump and other information ChatGPT was able to propose a Vision / Mission / Why. I tweaked until each line sounded like me.



Step away, re-read

- Coming back the following day surfaced new ideas that helped refine the messaging.



Peer bounce

- Trusted voices asked, "Does this sound like Chris?" Their nudges trimmed bias.



Quarterly tune-up

- Revisit and recalibrate your messaging; the goal is evolution, not reinvention.

Vision, Mission & Why



Vision

What's the change you want to see in the world? Paint a picture of the future you're working toward.



Mission

What actions do you take (or plan to take) everyday to bring that vision closer?



Why

*Why does this matter to you on a deeper, personal level?
What experience, belief, or conviction drives this work?*

Example:

Chris' Vision:

Create a space where curiosity is welcomed, care is felt, and collaboration comes to life. With room to listen, explore, and evolve, we build something meaningful together.

Chris' Mission:

Seek to listen, Seek to learn, Seek to serve

Chris' Why

I'm here for the curious, the questioning, and those searching for something more. Offering space for reflection, clarity, and growth that feels true to who you are.

Pillars & Values



Core Values

List 3–5 values that feel non-negotiable in how you live or work.



What your values look like in action

Choose one value and describe how you live it. What does it look or sound like?



Anti-values

What do you not want to be known for, even if it's trendy or expected? (These are not always bad, just things that oppose your listed values)

Example:

Chris' Pillars:

Curiosity, Collaboration, Growth, Intentionality, Empathy, Adaptability, Authenticity

Chris' Curiosity in action:

I ask reflective questions in my newsletters and client work. Instead of rushing to explain, I start with, "What are you noticing?" or "What might be possible if...?" Curiosity is baked into how I build products, tell stories, and connect ideas.

Chris' Anti-values

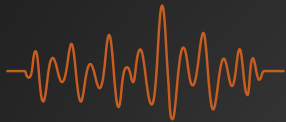
Control, Efficiency, Going Solo, Apathy, Finality

Voice Snapshot



How should your voice feel?

Pick 2–3 traits that describe how your words should come across. (Examples: warm, clear, curious, grounded, playful, bold, direct, etc.)



What's a phrase that sounds like you?

Drop in a sentence or saying that feels natural and true to your voice.



What tone or style doesn't fit you?

Any language, energy, or communication habits that don't reflect who you are?

Example:

Chris' Voice:

Warm, Clear, Grounded, Inquisitive, Strategic, Authentic, Empathetic, Adaptive, Constructive

A phrase from Chris:

"Here's what I have noticed..."

Chris' Anti-voice:

Cold, Ambiguous, Erratic, Apathetic, Unplanned, Deceptive, Inflexible, Destructive

Your Checklist

Below is a simple checklist you can easily copy and use to track your progress through each step. Feel free to skip around or revisit sections whenever new clarity emerges. This guide is flexible and meant to evolve with you.

- ☐ **Your Vision:** Your north star. The future you want to strive toward daily.
- ☐ **Your Mission:** The actions you will take every day to help you achieve your vision.
- ☐ **Your Why:** The reason you were put on the earth. Your reason for existing.
- ☐ **Your Core Values:** The list of values that are non-negotiable for how you will make decisions.
- ☐ **Your Values In Action:** What your values look like in action.
- ☐ **Your Anti-Values:** The values that contradict how you make decisions. Remember that these are not bad, just not the way you want to be known.
- ☐ **Your Voice:** The way you sound in daily conversation.
- ☐ **A Phrase That Sounds Like You:** A phrase you use frequently that expresses how you think.
- ☐ **Your Anti-Voice:** The opposite of your voice. Like the anti-values, these are not necessarily bad traits, they are the opposite of who you are.

Optional:

- ☐ **Peer / AI Review:** Have a friend and AI review for questions and feedback.
- ☐ **Return Later:** Come back after a few days to re-assess your initial conclusions.

Next Steps

If these ideas sparked something, I'd love to keep exploring clarity and connection with you.

1. **Stay connected:** Follow me on social and subscribe to my newsletter (QR code below) for more content on communication.
2. **See what's coming:** A full Voice & Communication Guide is on the way to help define your audience, channel-by-channel tone tweaks, and style-refinements.
3. **Spread the spark:** Know someone wrestling with communicating? Pass this snapshot along so they can start refining, too.
4. **Tell Me Your Experience:** I worked hard to make this as useful as possible, but I know I could still make it better. I would love to hear your thoughts, feedback, or how this has helped you at chris@camcgoy.com to help improve what I do in the future or to make changes to this process.

Thanks again for inviting me on your journey.

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CONVERSATION](#)

