



FIELD GUIDE

**COMMUNICATING IN ALIGNMENT
WITH CLIENT BRAND**

TANTA GLOBAL ASSIST

WHAT THIS FIELD GUIDE IS FOR

Client-facing communication represents the client brand, not the VA.

Why This Practice Matters in Client Work

Misalignment feels like misrepresentation.

Core Principles

- Brand voice overrides personal style
- Approved terminology matters
- When unsure, clarify

Common Failure Patterns

- Injecting personal tone
- Ignoring brand references
- Publishing without confirmation

Practical Approaches That Actually Work

- Reference approved examples
- Match tone intentionally
- Default to restraint

What This Practice Helps You Do

Protect client identity and trust in written communication.



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