

The tone of voice qualities below represent the personality of the Goodblend brand. All copy should be created with these qualities in mind.

Approachable

We're like your good buddy who happens to know a lot about cannabis. We're not stuffy or elitist, we're not here to judge anyone, we're just good people.

Fun

We're here to sell cannabis. Yes, it's a medicine and we respect that, but there's always room for a little weirdness and whimsy. We can be serious about our products without being too serious about ourselves.

Smart

We DO know a lot of stuff about a lot of things. We're also a little smart-mouthed and aren't afraid to push boundaries when it's necessary. And we're smart about what we do – we know who and what is important to us (our customers and their needs).

Confident

We really believe in what we're doing. We know our customers come from a variety of backgrounds and face a lot of different struggles. It's our mission to help them feel good. If we didn't believe we could do that, why would we even be here?

Always keep in mind that Goodblend currently operates in medical markets only. In these markets, cannabis is considered medicine, not a fun way to pass the time.

General Guidelines for Creating Copy

We're approachable and fun, but we don't try too hard.

Ask us anything, we're excited to share what we know. We can speak in a relaxed, fun, conversational tone, and when it feels right, we can be funny and push some boundaries – but we never force it.

We're smart, but we aren't know-it-alls.

We're experts, but we can always learn more. We don't hold a lack of knowledge against anyone because we don't know everything. We want to showcase our level of expertise without coming across as stuffy or pretentious. One of the most important things we do is help educate our audience in ways they can relate to, whether they're brand new to cannabis or experienced canna-sseurs.

We're confident, but we're not cocky.

We really believe in what we're doing, but we're also aware that there is always room to grow. We want to encourage our audience to follow along with us without putting anyone else down. We're also always ready to listen to our audience when there's something they could teach us.

Do's and Don'ts

DO:

- Focus on the beneficial effects, like “easing tension” or “elevating mood.” A good comparison is the way vitamin or health supplement companies describe their products – nice and vague, let the patient infer the results for themselves.
- Use the term patient, not customer.

DON'T:

- Don't use any recreational terms. For example, in a recreational market you could say “chillax with this vape” or “get the party started with [product]” but in a medical market the language needs to be closer to “relax and unwind” or “wash away your stress.”
- Don't make any definitive statements about the effects of the products. For example, “this strain will make you feel great” is not allowed, but “this strain may help you feel your best” is acceptable. This sounds contradictory, but it's also best to avoid referring to specific medical conditions. For example, a product can “ease stress” but it cannot “relieve depression & anxiety.”

Taglines & Headlines

General Brand Taglines

Medical marijuana. It’s all good.
Yep, it’s medicine.
Just what the doctor ordered.
Purveyor of goodness.
Where good becomes great.
Good vibes only.
Simply the best buds.

Promo Headlines (*Product Specific*)

Edibles
Sweet Deals
Sweet Savings
You’ve Got Great Taste
Feeling Good Tastes Great

Promo Headlines (*Purchase Based*)

“Everything” Sale
Get Weekend Ready
Get Stocked Up
Stock Up & Save

Generic
Saturdays are for Savings!
It’s a Great Day for Great Prices!
X% Off Everything!
X% Off Select Favorites!
X% Off (Almost) Everything!
Patient Appreciation Day

Buy One, Get One (BOGO)
Double Up
Take Two
Make It a Double

Buy Two, Get One (B2G1)
Take Three
Triple Header