

THE BRAND VOICE CANON

The *voice*, locked.

Six canonical phrases the studio reaches for. Fourteen words the studio's voice never uses. Two tests every caption passes.

6

CANONICAL PHRASES

14

WORDS THAT DON'T
PASS

2

TESTS, EVERY CAPTION

Six phrases the studio *already* says.

Every studio has a voice. Most studios have never written it down. The first move of the voice canon is to surface the phrases the founder already reaches for — pulled from twelve months of past captions — and lock them as the studio's signatures. These are the KIR house phrases. Yours will be different.

-
- i. *"The reason a luxury bride picks you."*
 The studio's positioning sentence. Used on hero pages, in pitch lines, as the closer in correspondences. Earns its place because it names the buyer and the outcome in one phrase.
 USED WHERE
Hero page · email signature · pitch close
-
- ii. *"In quiet hands."*
 The phrase the studio uses to describe its operational register. Three words. Suggests competence without performance. Earns its place because no premium agency in the category uses it.
 USED WHERE
Method page · about page · client correspondences
-
- iii. *"Yours, forever."*
 The asset-ownership phrase. Used wherever the studio's deliverables are described. Anchors the brand promise — every artifact KIR ships stays with the studio, even after the engagement ends.
 USED WHERE
Tier pages · artifact captions · the 90-day guarantee
-
- iv. *"Off the radar by design."*
 The phrase the studio uses to explain why it doesn't show up where other agencies do (industry awards, vendor podcasts, ad placements). Earns its place because it converts an apparent weakness into a positioning signal.
 USED WHERE
About page · journal sign-offs · press kit
-
- v. *"Six archetypes. One per slot."*
 The scarcity phrase. Used to explain the active-roster cap without naming it as scarcity. Earns its place because it converts "we are full" into "this is the structure" — premium-coded.
 USED WHERE
Inquire page · availability strip · footer line
-
- vi. *"A person reads it and a person replies."*
 The reliability phrase without a clock attached. Names who is on the other end, not how fast. Replaces the vague "we'll get back to you" that every other agency uses. Earns its place because a named person beats a promised hour.
 USED WHERE
Inquire page · auto-replies · email footer
-

FOURTEEN WORDS · THE STUDIO'S VOICE NEVER USES

Fourteen words that don't *pass*.

A voice is defined by what it refuses as much as by what it includes. These fourteen words appear in 90% of wedding-industry captions and nowhere on a KIR page. Removing them is the first move every new engagement makes.

elevate

SaaS-coded. The word every agency uses to mean "make more premium." Used so often it has lost any meaning.

curated

Once useful, now industry filler. If the work isn't curated, what is it? The word adds no information.

passionate

A claim about the founder's feelings. Says nothing about the studio's work. Inoperative.

stunning

A bride writes "stunning" in her IG caption. A studio that uses it sounds like the bride, not the planner.

crafted

"Lovingly crafted." Etsy-coded. Premium studios don't talk about the act of making — they show the result.

bespoke

Over-used in wedding industry. Has come to mean "custom-priced." A studio that says bespoke is the studio that quotes by hand.

artisanal

Coffee-shop vocabulary. Decorative. Adds nothing the work itself doesn't already say.

unparalleled

Self-flattering, unprovable. Premium studios let the buyer decide what's parallel.

delighted

"We are delighted to ..." Corporate filler. The phrase the email auto-responder writes.

thrilled

Same family as delighted. A studio that is thrilled to announce things is a studio without a voice.

excited

"We are excited to share." If the studio has to say it's excited, the post isn't.

amazing

The most-used adjective in wedding-industry captions. Says nothing specific. Replaceable with any concrete detail.

stunning bride

A two-word leak. Names the bride's appearance instead of her wedding. Studio voice is about the wedding, not the bride's face.

magical

Disney-coded. Suggests the studio is in the business of fantasy. Premium studios are in the business of producing real days.

"A voice is defined by what it refuses as much as by what it includes."

— KIR METHOD · THE VOICE CANON · §1.0

TWO TESTS · EVERY CAPTION PASSES THROUGH THEM

Two tests, run on every *caption*.

A canon is only useful if it is operational. The voice canon ships with two tests every caption passes through before it is posted. The tests take ninety seconds. They are the difference between a studio that "tries to write in its voice" and a studio whose voice is locked.

Test i.

The *cold-read* test.

Hand the caption to a person who is not in the wedding industry. Ask them — in their own words — to describe what the studio does. If they can pitch the studio back in two minutes, the caption passes. If they cannot, the caption is decorative. The studio's voice should make the studio recognizable to a stranger. Most captions are written for clients who already know the studio. The cold-read test corrects for that.

Test ii.

The *specificity* audit.

Count the specific nouns in the caption. Names of vendors. Names of moments. Names of rituals. Names of decisions. Premium-tier captions have at least six specific nouns per hundred words. Decorative captions have fewer than two. The audit takes thirty seconds and tells you immediately whether the caption is informational or filler. Captions that fail the specificity audit get rewritten before they ship.

"The cold-read test is the discipline that protects the voice from drifting back into agency-shape. The specificity audit is the discipline that protects the caption from drifting back into decoration."

— KIR METHOD · THE VOICE CANON · §4.2

Keeping It Reel · the voice canon · contact

keepingitreelco@gmail.com · keepingitreel.co · NJ + NYC + PA

Every Signature, Director's Cut, and Atelier engagement ships with a voice canon tuned to the studio's actual register. The structure above is the structure. The phrases themselves are the work.