**Bike Bandit Brand Voice Guide**

**Who Are Bike Bandit Customers:**

- “Bike Bandit is for everyone from the DIY’er to the motorcycle shop mechanic. We’re like the Home Depot of motorcycle parts and accessories.”

- Hard core riders who are looking for the best parts to fix their bike.

 - OEM

 - Tires

 - Performance and reliability are priority

- Hip, young, new riders who are looking for cool accessories for their bike, and cool, performance based, trendy clothing, helmets, etc.

 - Enjoys taking pics & documenting their adventures

 - Involved in social media

 - Looks, price, and performance are priority

- Those just looking for a great deal and outlet for OEM parts.

**What Makes Bike Bandit Unique:**

- Best place to look for OEM parts.

- Tire superstore

 - Bike Bandit should be revered as a tire buying resource and superstore.

- ***Match riders to brand:***

- Catering to mainly street and cruiser riders – make sure the difference is understood.

 - Street: (Honda CBR, Kawasaki Ninja)

 - sport bikes (crotch rockets)

 - high performance (speed)

 - typically younger rider

 - highly focused on accessories

 - riding gear (gloves, jackets)

 - cool helmets (gopro mount, decals)

 - cool bike parts

 - loud exhaust

 - alarms

 - Cruiser: (Honda Shadow, Kawasaki Vulcan)

 - more laid back style

 - cruising the coast

 - off the beaten path

 - typically older, more seasoned rider

 - reliability is priority (OEM)

 - nostalgic look

**Bike Bandit Values/Ultimate End Goal:**

- ***MATCHING RIDERS TO THE BRAND***

- ***TURNING NEW VISITORS INTO LONG TIME CUSTOMERS***

- Being the Home Depot of motorcycle parts and accessories

- Attracting new, younger crowd

- Being a DIY superstore

- Focusing on street and cruisers, but don’t leave out dirt, dual sport, scooters, personal watercraft

- Being a Tire superstore

- ***THE BEST AND MOST INFORMATIVE*** place to come for tires. Complete resource for those looking to learn about, buy, and repair their tires.

- Focusing on OEM without neglecting aftermarket parts consumers

**Bike Bandit’s Brand Voice Has the Following Personality Traits**

- Adventurous

- Confident

- Trusting

**Writing Samples for Brand Voice Guidance**

The following examples showcase personality traits of the Bike Bandit brand, and how these traits should be executed in copywriting. Using the following explanation model:

Your voice is – Adventurous

Write like this – Confident - *Whenever someone starts thinking about getting into riding motorcycles, the majority of their attention is almost always on "what bike to get." Shopping for a bike is the fun part, and when you're getting into riding, all you probably think about is how cool the motorcycle you want looks, how cool you'll look on it, and how fun it will be to experience the thrill of riding.*

*But what gets way too* little *attention, especially among riders just starting out, is* ***motorcycle gear****. For most beginners, gear is an afterthought; many will buy a helmet only because it's required by law, and other gear - if it's worn at all - is chosen because of how it looks, instead of how it protects or performs.*

But this kind of thinking is completely bass-ackwards!

Not like this – Uneducated – *If you’re thinking about getting into riding motorcycles, don’t worry about what bike to get, worry about the best motorcycle riding gear in San Diego. Motorcycle riding gear is important because it protects you. Bad motorcycle riding gear will not help you in an accident. Having a good helmet is also important because it protects your head.*

Why? – Bikers are fun, loyal, and trusting and risk their lives every time they get on their bike. Make them feel comfortable, and secure, but have fun.

- ***EXAMPLE 1***

Your voice is - **Adventurous**

Write like this:

 - *In parts 1-6 of our World Traveling Series, motorcycle world traveler Pat Harris explained everything you need to know about planning a world trip on a bike. In the final four parts, he'll take us on some of the most amazing, unusual, and beautiful parts of his journey!*

Not like this:

 - *If you’re planning a big motorcycle trip, you’ll want to make sure you map out your route and plan accordingly. This will ensure you have the best time.*

Why:

 - Show the adventurous spirit within the writing. Make sure it’s fun to read and not stale and overly keyword stuffed.

- ***EXAMPLE 2***

Your voice is – **Confident**

Write like this:

 - *Statistics show that riders are actually more* unlikely *to die in a motorcycle accident; NHTSA statistics show that even unhelmeted riders only have a 39% chance of dying in a motorcycle accident, meaning there's a 61% chance they'll live through the ordeal, suffering through road rash, broken bones, reconstructive surgery, and if they're really lucky, permanent brain damage. I guess if riding without gear isn't "comfortable" enough for them, maybe 45 days in a hospital bed on morphine while their skin grafts heal will be.*

Not like this:

 - *Statistics show that wearing a helmet will save your life if in a motorcycle accident. There are also reports that show you have a good chance of living even if you’re not wearing a helmet. It’s really up to you to decide if you want to wear a helmet when you ride a motorcycle.*

Why:

 - Show you are an authority on the topic and prove with statistics and facts.

- ***EXAMPLE 3***

Your voice is – **Trusting**

Write like this –

 - *Safety wire is installed as an additional measure of protection to keep critical fasteners in place when being punished by hard use from vibration. Vibration from engines and from the road is constantly at work to slowly loosen your fasteners until they back out and eventually fall off your bike, and at high RPMS and speeds - like those seen in racing or track duty - this actually happens a lot more often than you think! Almost every motorcycle racing organization, and even some track day organizations, require some level of safety wiring in order to participate.*

Not like this –

 - *Safety wire on a motorcycle might be a good measure of protection. Some believe safety wire keeps certain fasteners in place while riding, but this has not been proven.*

Why:

 - Motorcycle riding is dangerous. Riders need to feel confident in the purchases they make that the information they receive will help them achieve the highest level of safety possible. Having customers trust in our site as a valuable resource will increase loyalty and longevity.