

# BRAND PERSONALITY WORKSHEET

**STEP ONE:** Print 2 copies of this sheet.

**STEP TWO:** On one, circle up to 10 adjectives you'd like to describe your brand. On the other, circle up to 10 adjectives you wouldn't like to describe your brand. Use these words as a starting point and add any you feel work better for you.

Abrupt	Flexible	Grim	Inviting
Cold	Caring	Nuisance	Polite
Dominating	Defensive	Shy	Trustworthy
Aggressive	Frank	Hardworking	Jealous
Complimentary	Charming	Quirky	Reliable
Dull	Deliberate	Sincere	Positive
Agreeable	Friendly	Honest	Truthful
Conceited	Cheerful	Innovative	Joyful
Amiable	Detail oriented	Soft-spoken	Powerful
Concerned	Frustrated	Hostile	Vivacious
Egocentric	Childlike	Offensive	Judgmental
Animated	Dignified	Subdued	Prejudiced
Confident	Fun	Open	Warm
Empathetic	Clear	Superior	Jumpy
Anxious	Disciplined	Humble	Pretentious
Conservative	Funny	Organised	Weak
Energetic	High-brow	Sweet	Laborious
Articulate	Modest	Humorous	Professional
Considerate	Refined	Overbearing	Wise
Enthusiastic	Gentle	Sympathetic	Lazy
Assertive	Morose	Immature	Radiant
Critical	Resentful	Perfectionist	Leader
Even	Reserved	Tactful	Radical
Attentive	Good-natured	Inferior	Witty
Cynical	Needy	Persistent	Mature
Decent	Rude	Temperamental	Rambler
Fair	Grateful	Intelligent	Wordy
Calm	Nervous	Credible	Creative
Decisive	Serious	Generous	Academic

**STEP THREE:** Narrow down your list to a maximum of 5 words. Check all your communication against your brand personality. Does it sound right?

**BRAND PERSONALITY IS SOMETHING THAT'S OFTEN OVERLOOKED WHEN WE THINK ABOUT OUR BRAND. YOUR BRAND PERSONALITY IS YOUR TONE OF VOICE. IT'S HOW YOUR BRAND SPEAKS AND IT SHOULD BE CONSISTENT ACROSS EVERY COMMUNICATION CHANNEL.**