

Day 4:

YOUR BRAND PERSONALITY



CREATE A FEELING



connect
WITH YOUR AUDIENCE

If your brand can make people feel, then it can mobilize your audience. This is achieved by the words you use in your brand messaging.

By definition, brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys.

So, this part of defining your brand is all about getting people to connect and relate to your company.

If you paid attention to the last four words of the brand personality definition, you noticed they reference an ideal client, the same ideal client we identified for your brand earlier this week!

A strong brand personality resonates with your ideal client, resulting in increased brand equity and defines your brand's attitude in the marketplace. The simple version: this is what differentiates you in a saturated market and makes your tribe love you!

DAY 4 WORKSHEET

Before figuring out your brand personality, it's important to know that there are many personality types out there, and it can easily get overwhelming.

And, if you haven't noticed a trend yet, I like to keep it simple.

I'm sharing the main 12 personality archetypes with you to help define your brand persona.

These personality traits and archetypes come from the famous psychologist Dr. Carl Jung. Back in the 1940s he created this theory to describe the patterns of human behavior derived from our unconscious mind. And they're still used in psychology today - so you know it's legit.

There could be lots of different archetypes, but Jung defined these 12 to categorize our basic human motivations.

Okay, I promise I'm done with the psychology lesson.

But, this information is really helpful in determining your brand's personality and understanding the different characteristics and personas your brand can represent.

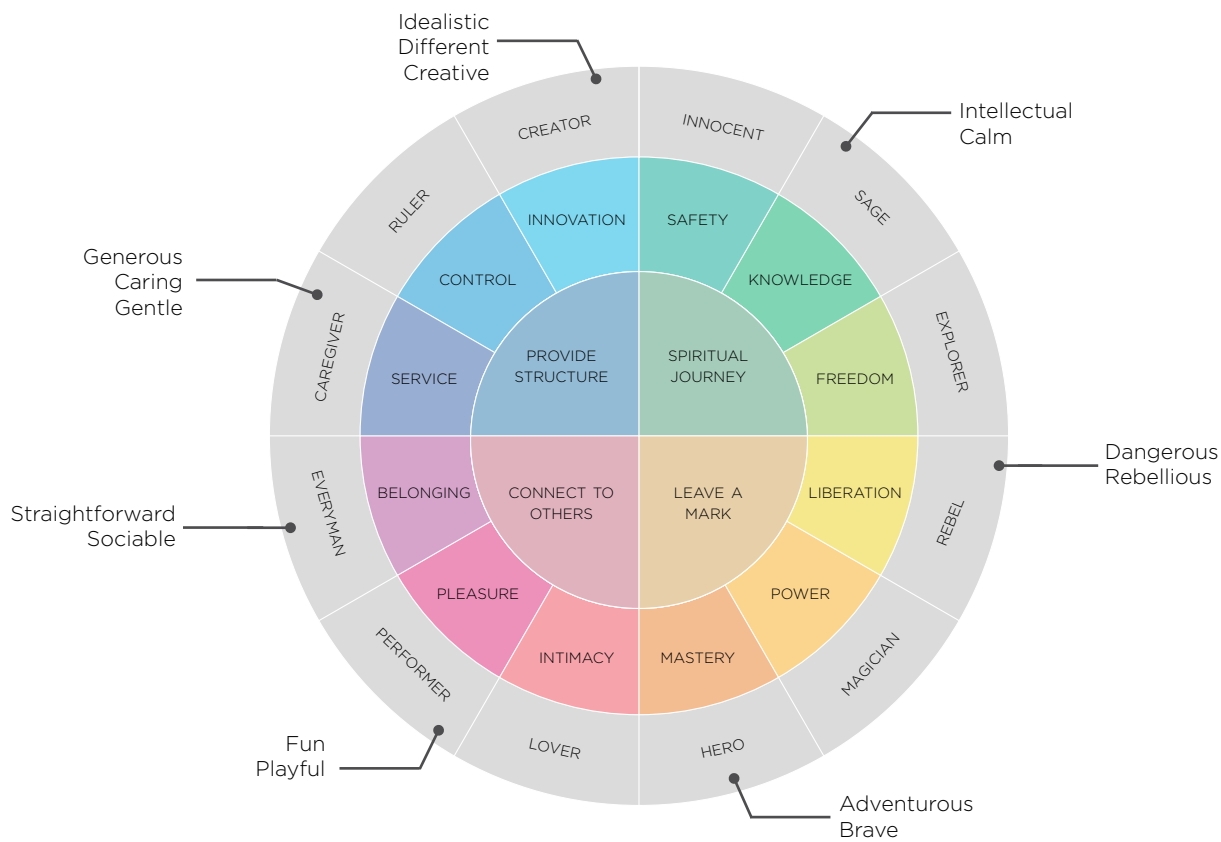
This worksheet is going to guide you through the process of defining your brand's persona with a two-step system.

*grab your ideal client
worksheet and pencil!*

Choose from the following adjectives that best describe your brand personality, remember to keep the traits of your ideal client in mind:

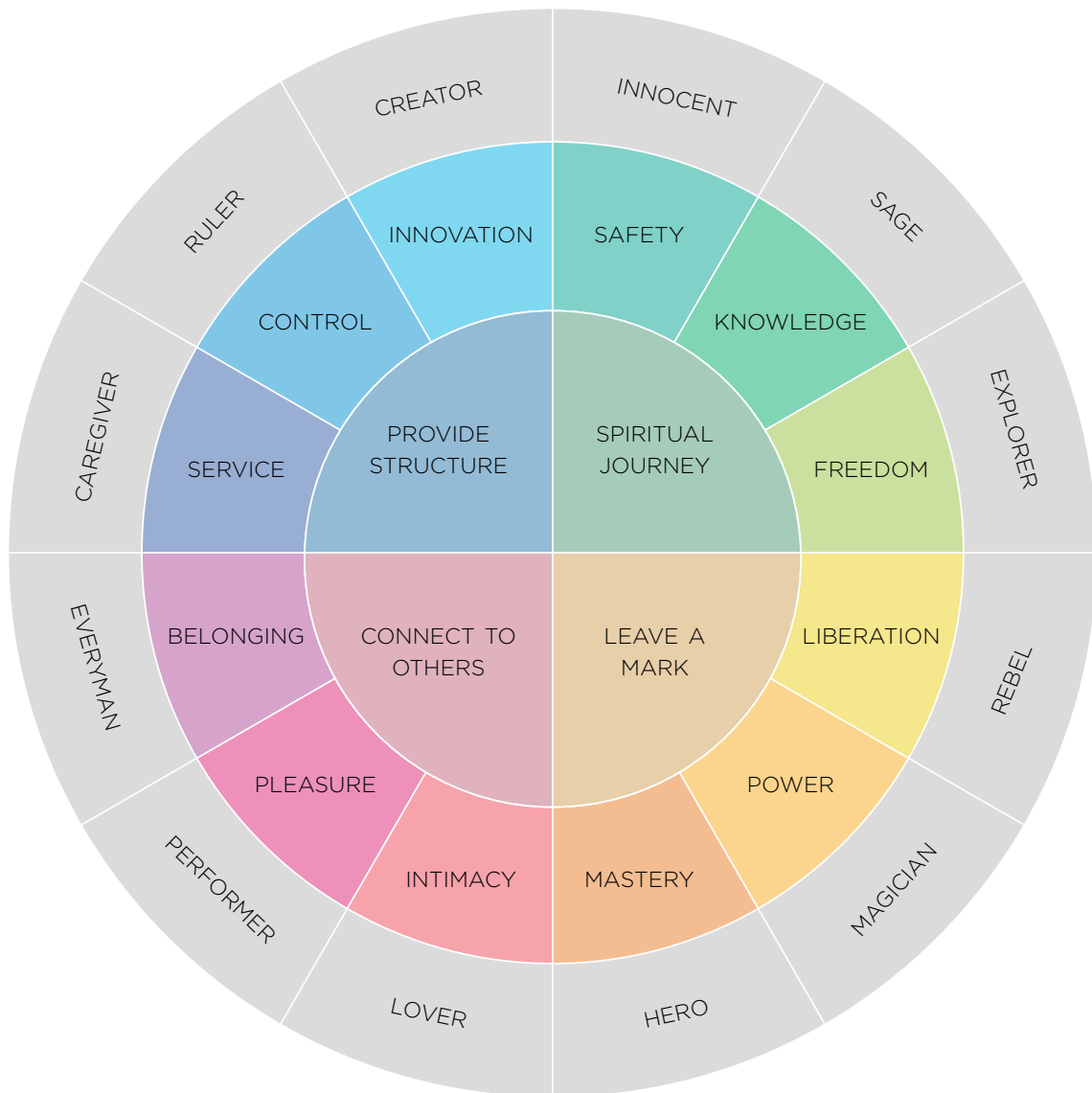
- Bold
- Helpful
- Serious
- Adventurous
- Imaginative
- Neat
- Youthful
- Dependable
- Friendly
- Authoritative
- Quiet
- Strong
- Whimsical
- Masculine
- Feminine
- Cooperative
- Edgy
- Conservative
- Innovative
- Mature
- Calm
- Luxurious
- Humorous
- Mysterious
- Elegant
- Warm
- Healthy
- Wordly
- Glamorous
- Old-Fashioned
- Sweet
- Cosmopolitan
- Gentle
- Humble
- Energetic
- Serious
- Caring
- Light-hearted
- Rational
- Witty
- Altruistic
- Tough
- Rugged
- Sexy
- Leader
- Relaxed
- Quirky
- Intellectual
- Clever
- Feisty
- Stoic
- Spiritual
- Liberal
- Rebellious

Once you've compiled your list of keywords, start identifying each keyword with one or more brand personality archetypes. Below is an example, use the next page to write it out!



get messy!

Now that you've compiled your list of keywords, match each keyword with one or more brand personality archetypes. At the end of this exercise, you'll see which three personality archetypes have the most keywords associated with them. The ones with three or more traits are going to be your brands main personas. Because brands often have the ability to be more than one, I like to identify which one is the primary and secondary archetypal persona.



Primary Persona: _____ Secondary Persona: _____

the next page has a breakdown of each archetype persona, with example brands, double check your work to see if it aligns

THE 12 ARCHETYPES

SPIRITUAL JOURNEY

THE INNOCENT

Motivation: Innocent brands strive for individual fulfillment and independence by promoting safety and simplicity.

Motto: "Isn't it great to be free to be ourselves?!"

Innocent Brands: Coca-Cola, Dove, Red Cross

THE EXPLORER

Motivation: Explorer brands strive for individual fulfillment and independence by promoting freedom.

Motto: "You won't fence me in!"

Innocent Brands: The North Face, GoPro, Jeep

THE SAGE

Motivation: Sage brands strive for individual fulfillment and independence by promoting understanding.

Motto: "The truth will set you free."

Innocent Brands: Google, Rosetta Stone, Smithsonian

CONNECT TO OTHERS

THE EVERYMAN

Motivation: Everyman brands strive for community and connection by promoting a sense of belonging.

Motto: "We all put our pants on one leg at a time."

Innocent Brands: Home Depot, IKEA, ebay

THE LOVER

Motivation: Love brands strive for community and connection by promoting intimacy and passion.

Motto: "You're the only one I want."

Innocent Brands: Victoria's Secret, Herbal Essences, Godiva Chocolate

THE PERFORMER

Motivation: Performer brands strive for community and connection by promoting enjoyment.

Motto: "You only live once."

Innocent Brands: Old Spice, Dox XX, Diet Dr. Pepper

LEAVE A MARK

THE HERO

Motivation: Hero brands strive to triumph and change the world by promoting mastery and accomplishment.

Motto: "Where there's a will, there's a way."

Innocent Brands: Nike, FedEx, Duracell

THE REBEL

Motivation: Rebel brands strive to triumph and change the world by promoting revolution.

Motto: "The rules were made to be broken."

Innocent Brands: Harley-Davidson, Virgin, Mobile, MTV

THE MAGICIAN

Motivation: Magician brands strive to triumph and change the world by promoting power and knowledge.

Motto: "I can make things happen."

Innocent Brands: Dyson, Red Bull

PROVIDE STRUCTURE

THE CAREGIVER

Motivation: Caregiver brands strive for structure and stability by promoting service and comfort.

Motto: "Love your neighbor as yourself."

Innocent Brands: Campbell's, Johnson & Johnson

THE CREATOR

Motivation: Creator brands strive for structure and stability by promoting innovation and authenticity.

Motto: "If you can imagine it, you can do it."

Innocent Brands: Apple, Adobe, Lego

THE RULER

Motivation: Ruler brands strive for structure and stability by promoting control and power.

Motto: "Power isn't everything, it's the only thing."

Innocent Brands: Rolex, Mercedes-Benz, American Express