

An accompanying worksheet designed to work with the content provided in Differentiate to Dominate.

CREATE YOUR BRAND BRAND PERSONALITY

When we speak of a brand's personality, we are describing the way a brand expresses and represents itself in that market place.

If we meet someone with no personality it's highly unlikely we become a close friend, and it's no different when it comes to doing business. Standing out and differentiating your business by displaying appropriate human traits, for example fun, honesty, loyalty or creativity will help you get remembered, so it's an important component of your brand arsenal.

Below is an example of how Leads University describes their Brand Personality. Have a look at the example and then step through the process on the right so you can create your brand personality using this structure.



BRAND PERSONALITY

FRIENDLY

Does mean: Inclusive, welcoming, responsive, supportive, warm, down-to-earth.

Doesn't mean: Lacking ambition or drive, too soft, no focus.

IMAGINATIVE

Does mean: Visionary, creative, experimental, open to new ideas, at the forefront.

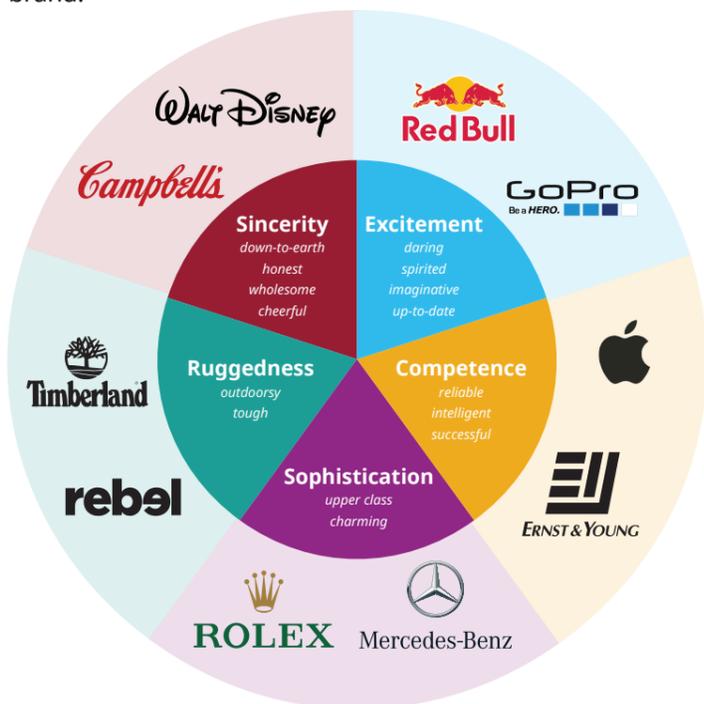
Doesn't mean: Unrealistic, not living in the real world, flights of fancy, dreaming and not doing.

CONFIDENT

Does mean: Accomplished, authoritative, we celebrate success, we take pride in what we do.

Doesn't mean: Arrogant, style over substance, over-promising, self-important.

Designers, copywriters and marketers use the Brand Personality description above to create consistent marketing material. To begin creating your brand Personality study the **5 Brand Dimensions** below and decide which one best suits your brand.



My Brand Dimension is:

Now that you've decided on the most appropriate Brand Dimension for your brand, have a look at the list of descriptive words that are listed under your nominated dimension. See if you can identify 6 or eight to start to narrow down the possibilities. You may want to refer to the thesaurus at this stage also.

Sincerity	Excitement	Competence	Sophistication	Ruggedness
Genuine	Young	Accomplished	Intellectual	Rough
Considerate	Modern	Influential	Prestigious	Athletic
Thoughtful	Cheerful	Efficient	Glamorous	Outdoorsy
Well-mannered	Friendly	Reliable	Stylish	Masculine
Real	Happy	Determined	Regal	Tough
Sincere	Outgoing	Sharp	Upper-class	Strong
Down-to-earth	Fun	Dignified	Charming	Rugged
Warm	Daring	Secure	Smooth	Active
Kind	Spirited	Hardworking	Elegant	Enterprising
Family oriented	Unique	In Control	Romantic	Fresh
Honest	Imaginative	Intelligent	Extravagant	Hardy
Wholesome	Independent	Leader	Pretentious	Industrious
Cheerful	Talkative	Confident	Mature	Tireless
Domestic	Optimistic	Responsible	Refined	Vigorous
Heartfelt	Positive	Dependable	Worldly	Powerful
Serious	Free	Proficient	Experienced	Potent
Credible	Energetic	Skilled	Smooth	Arduous
Frank	Trendy	Innovative	Seasoned	Involved
Earnest	Cool	Comfortable	Suave	Enduring
Impassioned	Contemporary	Gifted	Exceptional	Dynamic
Purposeful	Carefree	Discerning	Desirable	Open
Fair	Up-to-date	Simple	Civilised	Definite

List up to 8 descriptive words here (keep in mind your Target Market as you do this:

Now do your best to narrow your 8 traits down to 3 and put them below in the boxes marked 1, 2 & 3. Then fill in the does mean and doesn't mean and your finished.

1	Does mean:
	Doesn't mean:
2	Does mean:
	Doesn't mean:
3	Does mean:
	Doesn't mean:



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