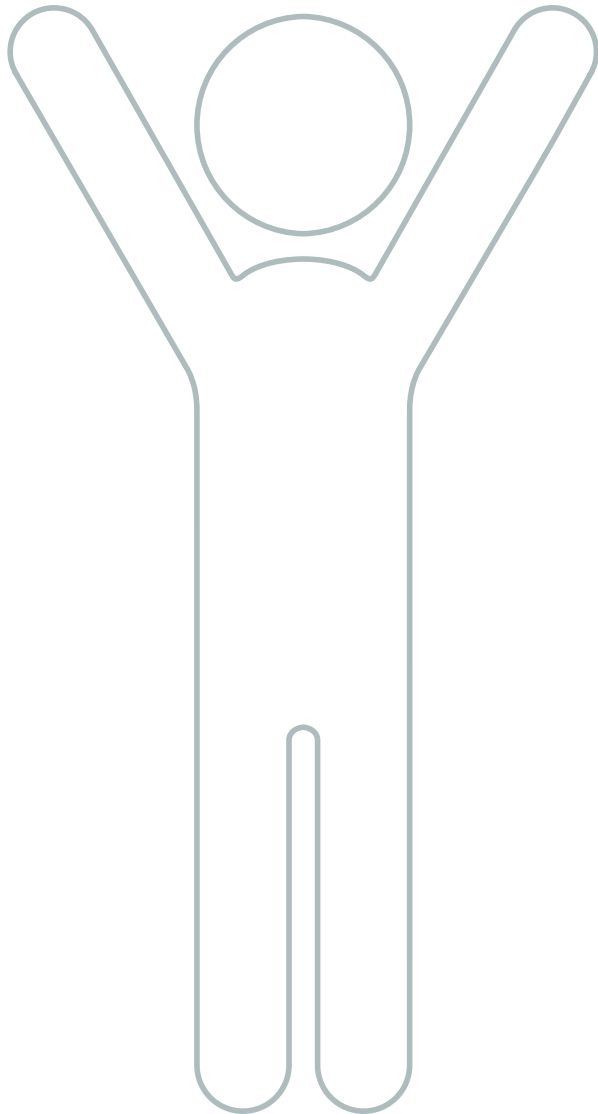


WHO YOU ARE: PERSONALITY

BRING YOUR BRAND TO LIFE



About me

I am: male female

I live: _____

The community where I live is like:

Causes I support:

Character/values:

(How I act)

Personality:

(The way I am)

Weekend activities/my interests:

What I curate:

(news sites, blogs, industry leaders)

Who inspires me?

I AM LIKE:



HOW TO USE THIS TEMPLATE

Print out the first page and grab coloured markers

STEP ONE ABOUT YOU

Your brand as a person

Use coloured markers to start drawing your person.

What do they look like?

Is your 'brand' person a guy or a girl?

OK start drawing some short or long hair.

What colour hair do they have? Draw it on.

What are they wearing? Do they accessorise?

Are they in expensive clothes or clothes picked up at the local markets?

Where do they live?

Look at the questions below and complete the sentence on the picture: I live...

- Do they live in the city or the country?
- A house or apartment?
- By the beach? In nature?
- What is their community like?
- Is it arty and hipster?
- Straightlaced or corporate?
- Colourfully multicultural?

What are their interests or in other words would they do on the weekends?

Look at the questions below and complete it on the picture.

Exploring farmers markets?

Playing sport?

Going for hikes in the mountains

Lying on the beach

Craft and arty things

Travel

Writing, reading

Good food and wine (and coffee)

Weather

Self improvement

Learning about starting up a business

What are their social causes?

What charities do they appeal to or support?

What community interests do they care about?

How would you describe their values?

In other words what do they stand for in the business? What would they want their clients and employees to say about them?

Select 4-5 words below:

- achievement • Independence • care for people • honest • integrity • courage
- motivating • loyal • risk-taker • innovative
- sustainability-minded • open-minded
- collaborative • knowledgeable/wise
- curious • accountable • purposeful
- empathetic • provocateur

How you would describe their personality?

The way they are / act / behave:

Select 4-5 words below:

- bold • helpful • serious • adventurous
- imaginative • passionate • mature • friendly
- authoritative • quiet • strong • whimsical
- cooperative • edgy • conservative • mature
- calm • funny • elegant • energetic • quirky
- intellectual • rugged • witty • light-hearted
- rational • caring • altruistic • feisty • stoic
- gentle • warm • youthful

Who are you like?

If you had to pick a movie star, a cartoon character or well known person that reminds you/is most like your brand, who would it be?