

Your Brand

This exercise is helpful in defining your brand and creating marketing materials. Think about your business in terms of a person - what kind of personality do you want people to think of when they think of your organization, its management, etc.?

1. As you read through the following list of words, circle each one that relates to your brand.
2. Review the words you've circled and add any that may be missing.
3. From all the words you've chosen, choose the **three most significant words** for your brand.
4. Number those three words in order of importance, with #1 being the **most important**.

You will use these three words to help you define your marketing brand which will also translate to your logo, tagline, and other ways you convey your marketing attitude to your customers.

Now that you've done this, what are some ideas to incorporate this attitude into your brand?

WHAT IS YOUR BRAND'S PERSONALITY?

Balanced

Strong

Critical

Bold

Elegant

Lively

Generous

Giddy

Neat

Extroverted

Responsible

Conservative

Wealthy

Active

Tasty

Natural

Friendly

Optimistic

Handsome

Factual

Sensitive

Intelligent

Charismatic

Inventive

Outgoing

Passionate

Clean

Cutting-edge

Dramatic

Skilled

Introverted

Metaphysical

Reserved

Wise

Healthy

Unusual

Mysterious

Mature

Organic

Hopeful

Dominant

Experienced

Agile

Impartial

Confident

Giving

Innovative

Wholesome

<i>Adaptable</i>	<i>Happy</i>	<i>High Tech</i>	<i>Reflective</i>
<i>Youthful</i>	<i>Organized</i>	<i>High End</i>	<i>Introspective</i>
<i>Eager</i>	<i>Structured</i>	<i>Opulent</i>	<i>Luxurious</i>
<i>Benevolent</i>	<i>Passive</i>	<i>Abundant</i>	<i>Affluent</i>
<i>Trustworthy</i>	<i>Prepared</i>	<i>Take Charge</i>	<i>Lavish</i>
<i>Parental</i>	<i>Purpose</i>	<i>Orderly</i>	<i>Imaginative</i>
<i>Steady</i>	<i>Improvise</i>	<i>Precise</i>	<i>Inspired</i>
<i>Fun-loving</i>	<i>Arranged</i>	<i>Efficient</i>	<i>Productive</i>
<i>Mainstream</i>	<i>Helpful</i>	<i>Careful</i>	<i>Original</i>
<i>Eco-friendly</i>	<i>Accommodating</i>	<i>Avant-garde</i>	<i>Unique</i>
<i>Pretty</i>	<i>Collaborative</i>	<i>Radical</i>	<i>Stylized</i>
<i>Dainty</i>	<i>Generous</i>	<i>Revolutionary</i>	<i>Receptive</i>
<i>Economical</i>	<i>Benevolent</i>	<i>Advanced</i>	<i>Resilient</i>
<i>Expensive</i>	<i>Liberal</i>	<i>Standard</i>	<i>Durable</i>
<i>Patriotic</i>	<i>Considerate</i>	<i>Status quo</i>	<i>Dazzling</i>
<i>Educated</i>	<i>Tolerant</i>	<i>Thoughtful</i>	<i>Brilliant</i>
<i>Energetic</i>	<i>Gracious</i>	<i>Contemplative</i>	<i>Persuasive</i>
<i>Supportive</i>	<i>Altruistic</i>	<i>Attentive</i>	<i>Significant</i>
<i>Charitable</i>	<i>Progressive</i>	<i>Inventive</i>	<i>Remarkable</i>
<i>Cooperative</i>	<i>Pro-active</i>	<i>Meditative</i>	<i>Spiritual</i>