

WORD TRAITS: PERSONAL

This is a self assessment, **not about your business** but **YOUR PERSONAL TRAITS**.

Soul Search

Think about what makes you, you.

- What's your favorite hobby or thing to do: _____
- What's your favorite food: _____
- Who is your hero & why: _____

- What is your favorite cologne/perfume: _____
- Your favorite style of music: _____
- Are you artist, analytical, athletic...: _____

- Are you put together or a slob: _____
- Write five more attributes that make you, you:
 - _____
 - _____
 - _____
 - _____
 - _____

WORD TRAITS: COMPANY

NOW...

Apply the same thought to **YOUR COMPANY’S BRAND**. What attributes does Your brand feel like?”

Reach into the soul of the brand, not the typical persona and cliché you already know. It can feel like anything, what unique feeling comes to mind, different from other brands out there?

■ Example, is it clean, fresh, and bright? Is it rugged, burly, and western? Is it warm, fuzzy, and cuddly? Is it sleek and minimalist? Force yourself away from the literal.

- _____
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- _____

Everyone is unique in their own way whether in how they do something, how they think, their likes and dislikes—we like to be associated with people with like interests, aspirations, and personalities. The same is true when it comes to businesses. People want to be associated with a brand that represents them or something they aspire to.

WORD TRAITS: COMPANY PERSONALITY

SELECT 1 IN EACH STATEMENT.

If your company is throwing a dinner party what style of cuisine would it serve to represent your organization?

- Italian Chinese Pizza McDonald's Coffee House Bistro Home Cooking French
 Fusion Cajun Jewish Mexican Grilling Middle Eastern Grilled Cheese Vegetarian

Other: _____

Why? _____

What genre of music represents your organization and have playing in your business and at events?

- Classical Jazz Blues Pop Rock Hip-Hop/Rap R&B/Soul New Age Polka
 Electronic Indie Dance Punk Country

Other: _____

Why? _____

When representing your company outside of the office, at a business event or gathering, what do the representatives attire look like?

- Suite/Dress Polo/Blouse & Slacks Polo & Jeans T-Shirt & Trendy Jeans Scrubs
 Chic Elegant Punk Artsy Rocker Sporty

Other: _____

Why? _____

If you could pipe a smell into your business, what type of smell would that be?

- Flowers Wood Fresh Cut Grass Clean Linens Vanilla Peppermint Grilling Outdoors
 Powder Fresh Cookies New Car Disinfectant Waterfall Plastic Evergreens

Other: _____

Why? _____

If you have one chair that your customers can sit in that represents how you want them to feel when they are interacting with your company, what type of chair would that be?

- Leather Suede Plastic Wood Metal Fur/Plush Silk
 Burlap Linen Cotton Synthetic

Other: _____

Why? _____

What famous person would you like to be your company's spokesperson? _____

Why? _____

WORD TRAITS: COMPANY

Go through every sense, this will give you different perspectives and characteristics of your business:

- What does your brand look like; what imagery comes to mind: _____
- What does it sound like: _____
- What does it smell like: _____
- What does it taste like: _____
- How does it feel to the touch: _____

Explore other metaphors that captures an aspect of your brand and explain why:

- What movie represents who your brand is and why: _____
- What celebrity: _____
- What music style or musician: _____
- What car: _____
- What household object: _____
- What food: _____
- What Fashion style: _____
- _____

WORD TRAITS: COMPANY

Final Word Traits

Narrow down to the top 10 word traits in order of 1 being the most important/main trait through 10 being less important.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

Final Senses

Select one main sense for each of the five senses.

Look: _____

Sound: _____

Smell: _____

Taste: _____

Feel: _____

WORD TRAITS: PERSONALITY ATTRIBUTES

- 1. Check the boxes that best describes the personality traits of your business.
- 2. Write the attributes that are the strongest and distinguish you from the competition under the short list.

<input type="checkbox"/> Accountable	<input type="checkbox"/> Cooperative	<input type="checkbox"/> Graceful	<input type="checkbox"/> Open	<input type="checkbox"/> Skilled
<input type="checkbox"/> Active	<input type="checkbox"/> Courageous	<input type="checkbox"/> Hard-working	<input type="checkbox"/> Open-minded	<input type="checkbox"/> Sober
<input type="checkbox"/> Adaptable	<input type="checkbox"/> Courteous	<input type="checkbox"/> Hardy	<input type="checkbox"/> Optimistic	<input type="checkbox"/> Sociable
<input type="checkbox"/> Adventurous	<input type="checkbox"/> Creative	<input type="checkbox"/> Healthy	<input type="checkbox"/> Orderly	<input type="checkbox"/> Social Independence
<input type="checkbox"/> Affectionate	<input type="checkbox"/> Curious	<input type="checkbox"/> Helpful	<input type="checkbox"/> Organized	<input type="checkbox"/> Socially Conscious
<input type="checkbox"/> Agreeable	<input type="checkbox"/> Decisive	<input type="checkbox"/> Honest	<input type="checkbox"/> Original	<input type="checkbox"/> Spiritual
<input type="checkbox"/> Alert	<input type="checkbox"/> Dedicated	<input type="checkbox"/> Humble	<input type="checkbox"/> Passionate	<input type="checkbox"/> Steady
<input type="checkbox"/> Analytical	<input type="checkbox"/> Dependable	<input type="checkbox"/> Imaginative	<input type="checkbox"/> Patient	<input type="checkbox"/> Stoic
<input type="checkbox"/> Appropriate	<input type="checkbox"/> Determined	<input type="checkbox"/> Independent	<input type="checkbox"/> Perceptive	<input type="checkbox"/> Striving
<input type="checkbox"/> Articulate	<input type="checkbox"/> Devoted	<input type="checkbox"/> Industrious	<input type="checkbox"/> Personable	<input type="checkbox"/> Strong
<input type="checkbox"/> Artistic	<input type="checkbox"/> Direct	<input type="checkbox"/> Influential	<input type="checkbox"/> Poised	<input type="checkbox"/> Subtle
<input type="checkbox"/> Assertive	<input type="checkbox"/> Disarming	<input type="checkbox"/> Informed	<input type="checkbox"/> Polite	<input type="checkbox"/> Surprising
<input type="checkbox"/> Astute	<input type="checkbox"/> Disciplined	<input type="checkbox"/> Innovative	<input type="checkbox"/> Positive	<input type="checkbox"/> Sweet
<input type="checkbox"/> Athletic	<input type="checkbox"/> Driven	<input type="checkbox"/> Insightful	<input type="checkbox"/> Practical	<input type="checkbox"/> Sympathetic
<input type="checkbox"/> Attentive	<input type="checkbox"/> Dynamic	<input type="checkbox"/> Inspired	<input type="checkbox"/> Precise	<input type="checkbox"/> Systematic
<input type="checkbox"/> Attractive	<input type="checkbox"/> Eager	<input type="checkbox"/> Inspiring	<input type="checkbox"/> Productive	<input type="checkbox"/> Talented
<input type="checkbox"/> Aware	<input type="checkbox"/> Educated	<input type="checkbox"/> Intelligent	<input type="checkbox"/> Professional	<input type="checkbox"/> Tenacious
<input type="checkbox"/> Balanced	<input type="checkbox"/> Efficient	<input type="checkbox"/> Interested	<input type="checkbox"/> Punctual	<input type="checkbox"/> Thorough
<input type="checkbox"/> Brave	<input type="checkbox"/> Elegant	<input type="checkbox"/> Intuitive	<input type="checkbox"/> Quick	<input type="checkbox"/> Tolerant
<input type="checkbox"/> Brilliant	<input type="checkbox"/> Eloquent	<input type="checkbox"/> Involved	<input type="checkbox"/> Realistic	<input type="checkbox"/> Trusting
<input type="checkbox"/> Calm	<input type="checkbox"/> Empathetic	<input type="checkbox"/> Joyful	<input type="checkbox"/> Receptive	<input type="checkbox"/> Trustworthy
<input type="checkbox"/> Candid	<input type="checkbox"/> Encouraging	<input type="checkbox"/> Just	<input type="checkbox"/> Relaxed	<input type="checkbox"/> Unflappable
<input type="checkbox"/> Captivating	<input type="checkbox"/> Energetic	<input type="checkbox"/> Kind	<input type="checkbox"/> Reliable	<input type="checkbox"/> Un-intimidated
<input type="checkbox"/> Careful	<input type="checkbox"/> Engaged	<input type="checkbox"/> Leader	<input type="checkbox"/> Resourceful	<input type="checkbox"/> Unpretentious
<input type="checkbox"/> Caring	<input type="checkbox"/> Enterprising	<input type="checkbox"/> Likable	<input type="checkbox"/> Respectful	<input type="checkbox"/> Unselfish
<input type="checkbox"/> Charming	<input type="checkbox"/> Enthusiastic	<input type="checkbox"/> Logical	<input type="checkbox"/> Responsible	<input type="checkbox"/> Upstanding
<input type="checkbox"/> Cheerful	<input type="checkbox"/> Entrepreneurial	<input type="checkbox"/> Loving	<input type="checkbox"/> Responsive	<input type="checkbox"/> Versatile
<input type="checkbox"/> Circumspect	<input type="checkbox"/> Evenhanded	<input type="checkbox"/> Loyal	<input type="checkbox"/> Result-oriented	<input type="checkbox"/> Visionary
<input type="checkbox"/> Clean	<input type="checkbox"/> Expressive	<input type="checkbox"/> Mannered	<input type="checkbox"/> Secure	<input type="checkbox"/> Willing
<input type="checkbox"/> Clearheaded	<input type="checkbox"/> Fair	<input type="checkbox"/> Masculine	<input type="checkbox"/> Self-aware	
<input type="checkbox"/> Clever	<input type="checkbox"/> Faithful	<input type="checkbox"/> Mature	<input type="checkbox"/> Self-controlled	<input type="checkbox"/> _____
<input type="checkbox"/> Collaborative	<input type="checkbox"/> Flexible	<input type="checkbox"/> Methodical	<input type="checkbox"/> Self-directed	<input type="checkbox"/> _____
<input type="checkbox"/> Comfortable	<input type="checkbox"/> Fluent	<input type="checkbox"/> Moderate	<input type="checkbox"/> Self-disciplined	<input type="checkbox"/> _____
<input type="checkbox"/> Commanding	<input type="checkbox"/> Focused	<input type="checkbox"/> Modest	<input type="checkbox"/> Selfish	<input type="checkbox"/> _____
<input type="checkbox"/> Committed	<input type="checkbox"/> Forgiving	<input type="checkbox"/> Motivated	<input type="checkbox"/> Selfless	<input type="checkbox"/> _____
<input type="checkbox"/> Compassionate	<input type="checkbox"/> Friendly	<input type="checkbox"/> Motivating	<input type="checkbox"/> Self-reliant	<input type="checkbox"/> _____
<input type="checkbox"/> Competitive	<input type="checkbox"/> Fun	<input type="checkbox"/> Neat	<input type="checkbox"/> Self-starter	<input type="checkbox"/> _____
<input type="checkbox"/> Concise	<input type="checkbox"/> Funny	<input type="checkbox"/> Noble	<input type="checkbox"/> Sensitive	<input type="checkbox"/> _____
<input type="checkbox"/> Confident	<input type="checkbox"/> Generous	<input type="checkbox"/> Nuanced	<input type="checkbox"/> Sensual	<input type="checkbox"/> _____
<input type="checkbox"/> Conscious	<input type="checkbox"/> Genius	<input type="checkbox"/> Nurturing	<input type="checkbox"/> Serious	<input type="checkbox"/> _____
<input type="checkbox"/> Considerate	<input type="checkbox"/> Gentle	<input type="checkbox"/> Obedient	<input type="checkbox"/> Shrewd	<input type="checkbox"/> _____
<input type="checkbox"/> Constructive	<input type="checkbox"/> Giving	<input type="checkbox"/> Objective	<input type="checkbox"/> Simple	<input type="checkbox"/> _____
<input type="checkbox"/> Content	<input type="checkbox"/> Good	<input type="checkbox"/> Observant	<input type="checkbox"/> Sincere	<input type="checkbox"/> _____

Short List
