

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:
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- 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:
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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.

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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 capture 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:
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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

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6

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8

9

10

Final Senses

Select one main sense for each of the five senses.

Look:

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Sound:

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Smell:

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Taste:

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Feel:

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