



# Brand Personality Worksheet

## What is Your Brand Personality?

10 Questions to Ask to Get to Know Your Company's Brand Personality.

1. What one word best describes your company (product or service)?

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2. If the company were a person how would you describe its personality?

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3. What kind of clothes would the company-personality wear?

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4. Who is its best friend?

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5. What motivates the company-personality?

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6. How would others describe your company-personality?

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7. What are this company-personality's values?

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8. What three main benefits does this company offer?

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9. What psychological needs does this company address?

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10. What is the company's favorite color(s)?

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**Extra Credit Exercise** - Write a note to a friend describing how this company (product/service) has helped them.

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