



Gram Slam

Brand Personality

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⚡ Use as many descriptive words as possible to describe how you want your brand personality to **be, feel, and come across:**



spiritual,
Fun,
happy
informative,
passionā

⚡ Go through your current Instagram feed and describe what you want your brand personality to be :

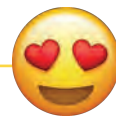


⚡ **Highlight** your top 3 to 5.



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🌟 List as many people whose stories you *enjoy watching*, and describe **why** you enjoy their stories.



🌟 List as many people who you *enjoy following* online, and describe **why** you enjoy following them.

