



brand character profile

your guide to developing a distinct business personality

how to use this guide

Think of the last time you read a book or watched a movie and became completely lost in the world.

Authors and screenwriters use a technique called “character profiling” to develop detail-rich worlds and relatable characters. As brand builders, we can use these same techniques to create organizations that evoke that same connection as our favorite fictional characters. The key is spending time visualizing.

This guide has a list of questions designed to help you think of your brand as if it were a fictional character. As you go through it, imagine your brand in your mind’s eye. Trust your intuition. Go with your gut. There is no right answer. But there’s no wrong answer either. Think big. Be bold. And don’t worry – we’ll use our rational minds later. Once you’ve completed the profile, go through it again with your analytical mind and look for patterns.

You may find it useful to talk out loud and record yourself as you go through this exercise. Locking yourself away in a sacred space may be what you need. Or, you might find it helpful to recruit a trusted friend to give you inspiration. There are many ways to fill in the questions. Whichever way works for you is correct. Focus on first impressions, dig for more details, and above all – have fun.

general information

Close your eyes. Take a deep cleansing breath. And imagine...

Is your brand a:

- man?
- woman?
- animal? which one?
- how old?

life experience

- education?
- birth order?
- hometown?
- moved how often?

living situation

- region/city? why?
- kind of dwelling? why?
- who else lives there?
- how long have they lived there?
- describe the decor.

lifestyle

- mode of transportation? why?
- daily routines?
- messy? organized?
- punctual?
- busy? laid back?

occupation

- business card? what does it say?
- work schedule?
- describe the workspace.
- describe interactions with co-workers and/or clients.

friends

- introvert? extrovert?
- how do friends describe?
- where do they gather?
- what kind of food do they prepare? drinks?

family

- describe parents.
- describe siblings.
- describe aunts and uncles.
- single? in a relationship?
- children?

music

- what style? why?
- artists? why?
- do they sing? karaoke? shower?
car? why? why not?

activities

- hobbies?
- exercises? where? how often?
- describe a typical weekend.

media

- read? why? why not? what?
- TV? why why not? what?
- opinion of technology? why?
- online activity? social media?
- devices? why?

appearance

- hair color? style?
- eyes? glasses?
- stature? posture?
- facial hair?
- smiles?

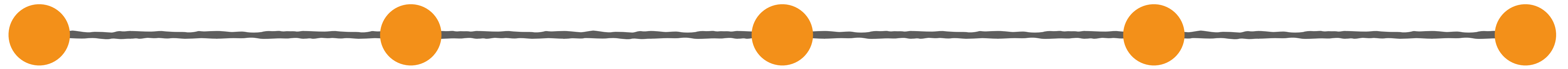
fashion

- classic? trendy?
- describe an outfit for work.
- describe an outfit for the weekend.
- dresses up? dresses down?

travel

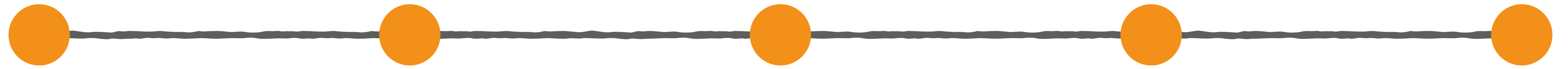
- globetrotter? homebody? why?
- where?
- mode of transportation?
- accommodations?
- activities?

trendy vs. traditional



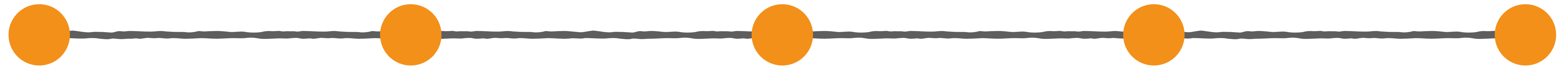
trendy	modern	simple	classy	traditional
posh	popular	clean	elegant	historic
swanky	contemporary	plain	sharp	time-honored
stylish	current	straightforward	graceful	established
hip	fresh	uncomplicated	polished	exclusive

bright vs. subdued



bright	sunny	agreeable	cordial	subdued
brilliant	cheery	likable	diplomatic	muted
dazzling	happy	amiable	pleasant	soft
intense	engaging	kind	civilized	mellow
vivid	charming	welcome	polite	hushed

absurd vs. serious



absurd

funny

conversational

formal

serious

silly

amusing

informal

academic

solemn

ridiculous

witty

casual

serious

austere

whimsical

clever

intimate

proper

resolute

ludicrous

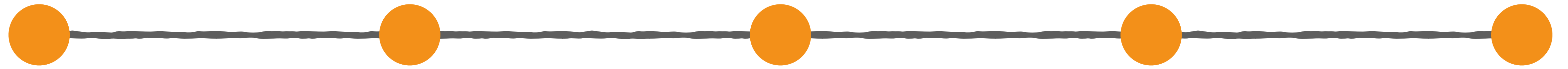
playful

relaxed

precise

stern

innocent vs. jaded



innocent
pure
virtuous
naive
pristine

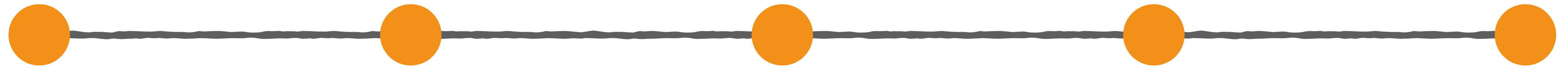
youthful
new
raw
blooming
childish

capable
competent
qualified
professional
broken in

experienced
wise
mature
seasoned
mature

jaded
indifferent
blasé
cool
apathetic

authoritative vs. collaborative



authoritative

confident

sure

upbeat

collaborative

bossy

decisive

hopeful

encouraging

friendly

definitive

certain

positive

supportive

familiar

factual

assured

practical

reassuring

motivating

commanding

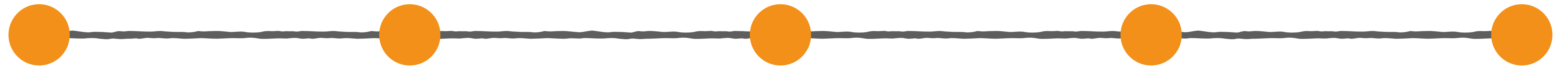
secure

useful

comforting

intimate

compliant vs. destructive



compliant	sensible	nice	intense	destructive
rule-follower	reasonable	moderate	disruptive	wild
careful	gentle	warm	enthusiastic	rowdy
behaved	mild	earnest	passionate	rough
controlled	calm	sincere	lively	outrageous

now what?

Step out of your creative brain and
step into your analytical mind.

Now that you've dug deep and looked into the heart of your brand, it's time to analyze your results and develop your key personality traits. Look at your answers. What patterns do you see?

Develop 4-6 personality traits that describe your brand. Using two words for each trait will help make your description clear. Here are some examples you may want to use:

- strategically irreverent
- playful pioneer
- trendy conservative
- cheerful warrior
- friendly educators
- keenly curious
- authentically helpful
- quiet confidence
- compassionately curious
- deliberately vivid
- accessible intelligence
- realistically hopeful

If you want to take your brand personality to the next level, write out a 2-3 sentence description of what each personality means. You'll likely end up with some solid foundational content that you can use in any channel for your business communications.

thanks!



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