

DEFINE YOUR

Brand

ATTRIBUTES

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W O R K B O O K



# BRAND MAGIC

The secret to building a strategic brand that clearly tells your brand story AND connects with your ideal client is to find the sweet spot - the intersection between your brand's essence, your ideal client and your unique product/service offering!



# BRAND ATTRIBUTES

A strategic brand tells the story of both your business, you as an individual AND connects with your ideal clients.

You have done the groundwork and are crystal clear on the foundation of your brand and your messaging. **Now it's time to define your brand attributes.**

Once you complete the questionnaire, please go through and circle or highlight the words, phrases, and attributes that are most significant to define you and your brand.

This refined list will become your foundation of brand identifying factors, a.k.a. your brand attributes.

Your final list will consist of attributes or elements which help you reach your brand goals and objectives, and ensure that every interaction resonates with your ideal customer.

# BRAND ATTRIBUTES

## THE PILLARS OF YOUR BRAND IDENTITY

-01-

**BRAND CORE VALUES**

-02-

**BRAND PERSONALITY/VIBE**

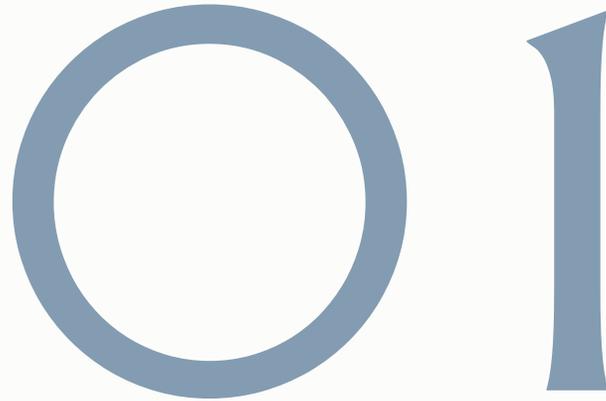
-03-

**BRAND STYLE, LOOK & FEEL**

-04-

**BRAND TONE OF VOICE**

B R A N D   A T T R I B U T E



## IDENTIFY YOUR BRAND'S CORE VALUES

"Stay true to your values. That's why you were a success in the first place, and that's how you make incredible things happen."

-Rafe Ofer

Your brand's core values are a set of guiding principles that shape every aspect of your business and create connection with your customer.

Define yours by answering and filling out the blanks to the following questions.

100 EXAMPLES

# BRAND CORE VALUES

Abundance	Excellence	Learning
Acceptance	Excitement	Love
Adventure	Facilitation	Loyalty
Affection	Faith	Open-Mindedness
Appreciation	Family	Order
Balance	Finances	Patience
Be Present	Fitness	Peace
Be True	Forgiveness	Personal Development
Beauty	Freedom	Positive Attitude
Can-Do Attitude	Friendship	Power
Career	Fun	Pride in Your Work
Caring	Generosity	Professionalism
Change	Give People a Chance	Prosperity
Clarity	Goodness	Quality
Commitment	Grace	Reciprocity
Communication	Gratitude	Relationship
Community	Happiness	Religion
Compassion	Harmony	Respect
Connection	Health	Security
Consciousness	Home	Self-Care
Contentment	Honesty	Self-Respect
Contributing	Humanity	Service
Cooperation	Humor	Social Justice
Courage	Innovation	Spiritualism
Creativity	Integrity	Strength
Diversity	Intelligence	Success
Education	Invention	Teamwork
Effectiveness	Involvement	Trust Your Gut
Encouragement	Joy/Play	Volunteering
Endurance	Justice	Wealth
Enjoyment	Kindness	Wellness
Entrepreneurial	Knowledge	Willingness
Environment	Leadership	Wisdom
		Work-Life Balance

For this section, please refer back to the answers in the Who are you? What is your big Why? Questionnaire.

Here are a list of the questions in the section:  
Who are you? What is your big Why?

- What are the top 3 personality traits you like in your favorite friends?
- I believe the world would be a better place if people would...
- What are the top 5 values that drive you to do what you do?
- Through my product or service, I am able to give people more...
- What are you the most passionate about in your business, or how you serve your clients?
- Why are you passionate about this?
- The reason I LOVE doing what I do is....

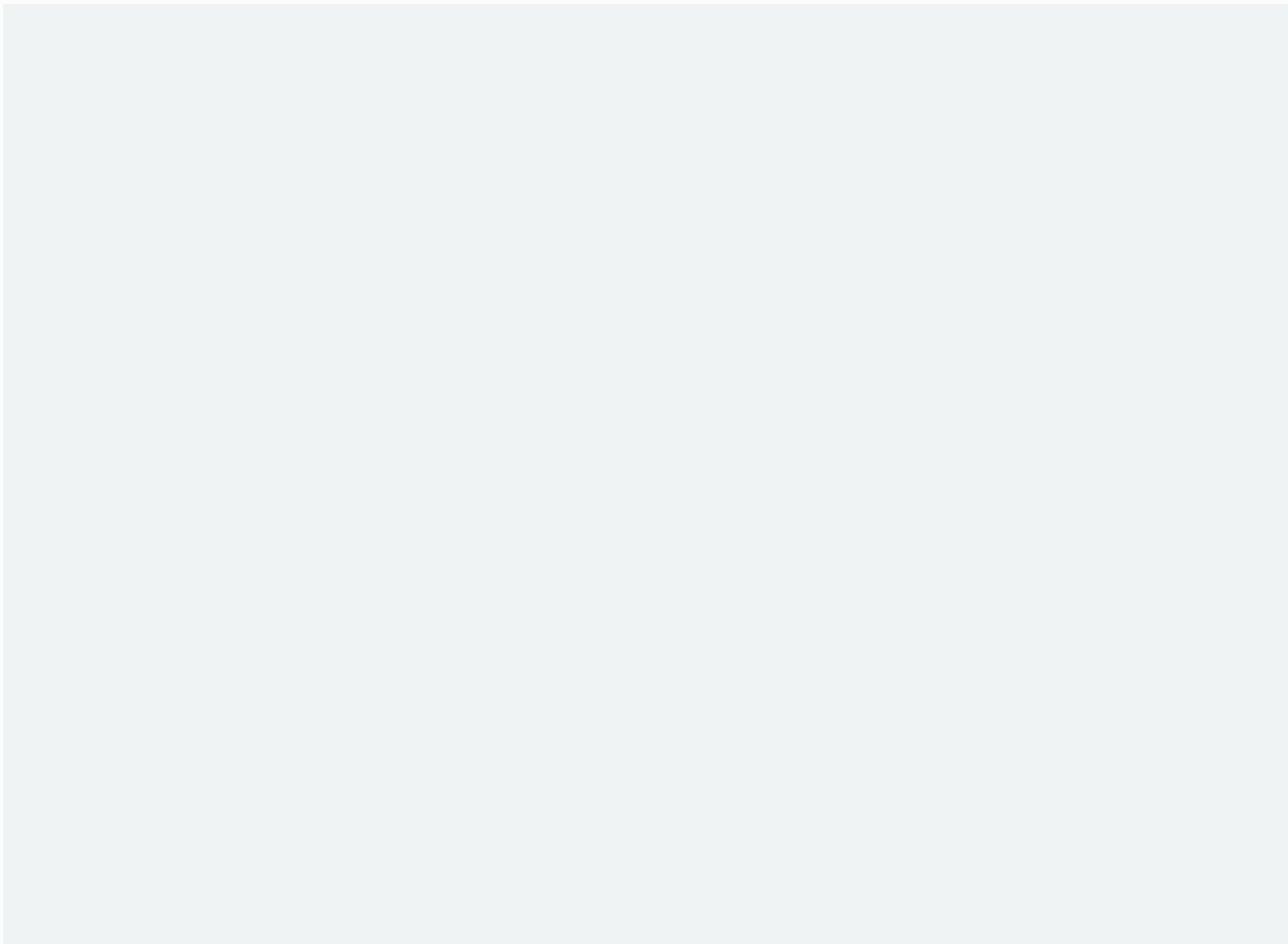
## BRAND CORE VALUES

Read through your answers in the Who are you? What is your big Why? Questionnaire. Then, write a statement about what you and your brand take a stand for.

Ex. Brandify takes a stand for:

- Supporting heart-centered entrepreneurs to be as successful as possible.
- They need professional brands & websites to succeed.
- They SHOULD NOT spend a fortune to hire someone to design their brand and website because they will likely become outdated very quickly.
- They should be empowered with the know-how to do it themselves.
- The process should be easy, stress-free and fun!

**My Brand takes a stand for...**



## BRAND CORE VALUES

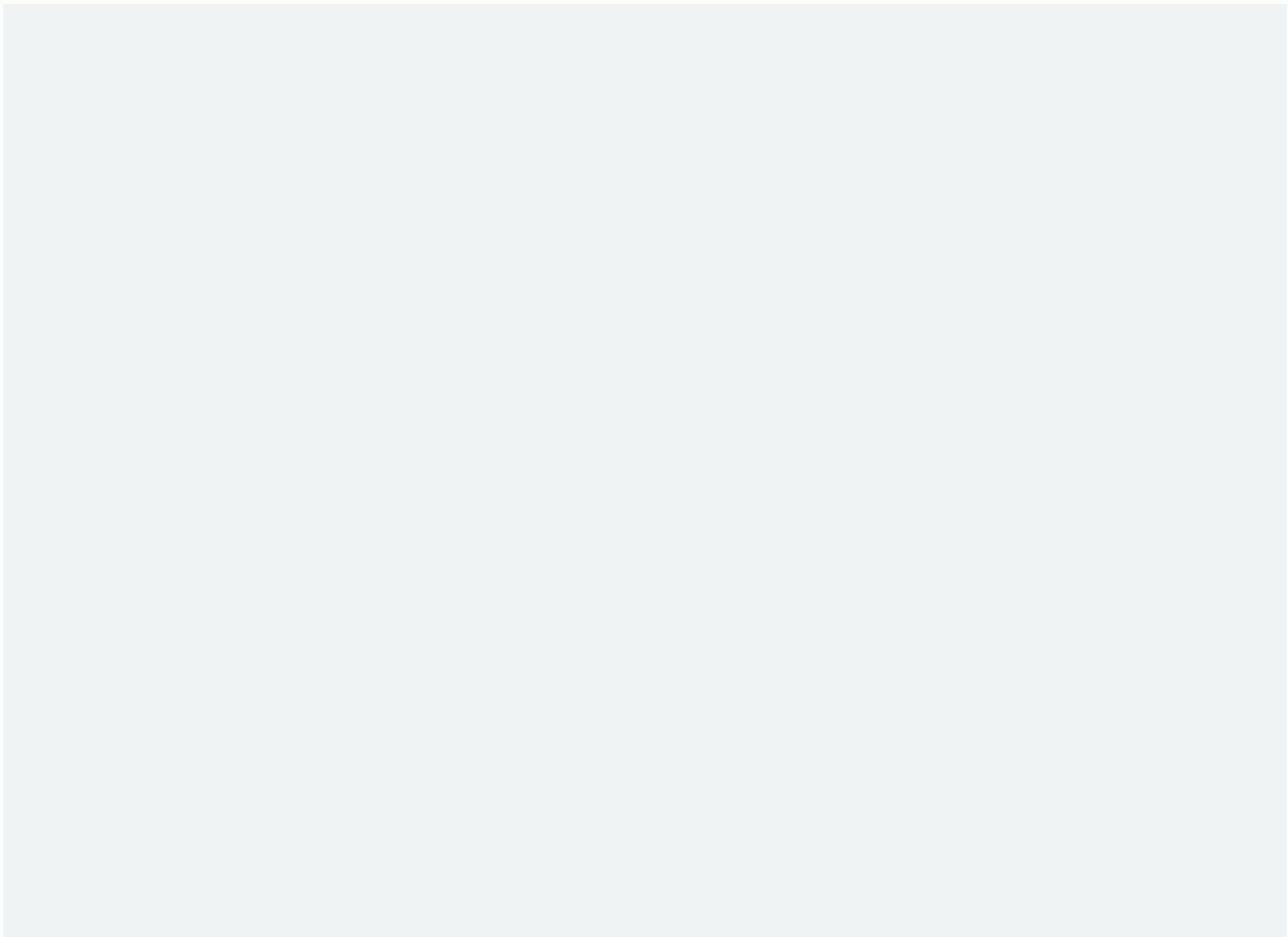
Read through your answers in the Who are you? What is your big Why? Questionnaire.

Then, list your brand's core values and beliefs.

Ex. Brandify's core values and beliefs are:

- Honest
- Integrity
- High-quality
- Deliver outstanding service and try to exceed customer's expectations
- Positive social impact
- Meaningful connection
- Supporting other entrepreneurs with purpose-driven businesses will help make this world a better place.

**My Brand's Core Values & Beliefs are:**



B R A N D   A T T R I B U T E

02

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## UNCOVER YOUR BRAND'S PERSONALITY & VIBE

Every brand has a personality and tone of voice that they use to attract a certain type of customer, create connection, and differentiate themselves from the competition.

Answer the following questions to get to the heart of your brand's personality and tone.

# BRAND PERSONALITY/VIBE CHARACTERISTICS

adaptable	ediplomatic	imaginative	proficient
adventurous	dynamic	independent	provocative
affectionate	easy-going	innovative	radiant
ambitious	eco-minded	inquisitive	relaxed
approachable	educated	insightful	resourceful
artistic	efficient	inspirational	responsible
balanced	elegant	intelligent	romantic
brave	enchanting	kind	sage
bright	energetic	knowledgeable	sensible
brilliant	engaging	leader	sincere
caring	faithful	lovely	skillful
charming	fast-paced	loving	strong
cheerful	fearless	loyal	successful
child-friendly	flexible	open-minded	supportive
compassionate	focused	optimistic	talented
competitive	frank	organized	teacher
confident	friendly	passionate	technological
considerate	funny	patient	the expert
courageous	generous	peaceful	thoughtful
creative	gregarious	persistent	trustworthy
curious	hardworking	philosophical	unique
customer-focused	heartwarming	polite	upbeat
determined	helpful	positive	uplifting
devoted	honest	powerful	vibrant
diligent	humorous	productive	warm
			wise

# Define Your Brand's Persona

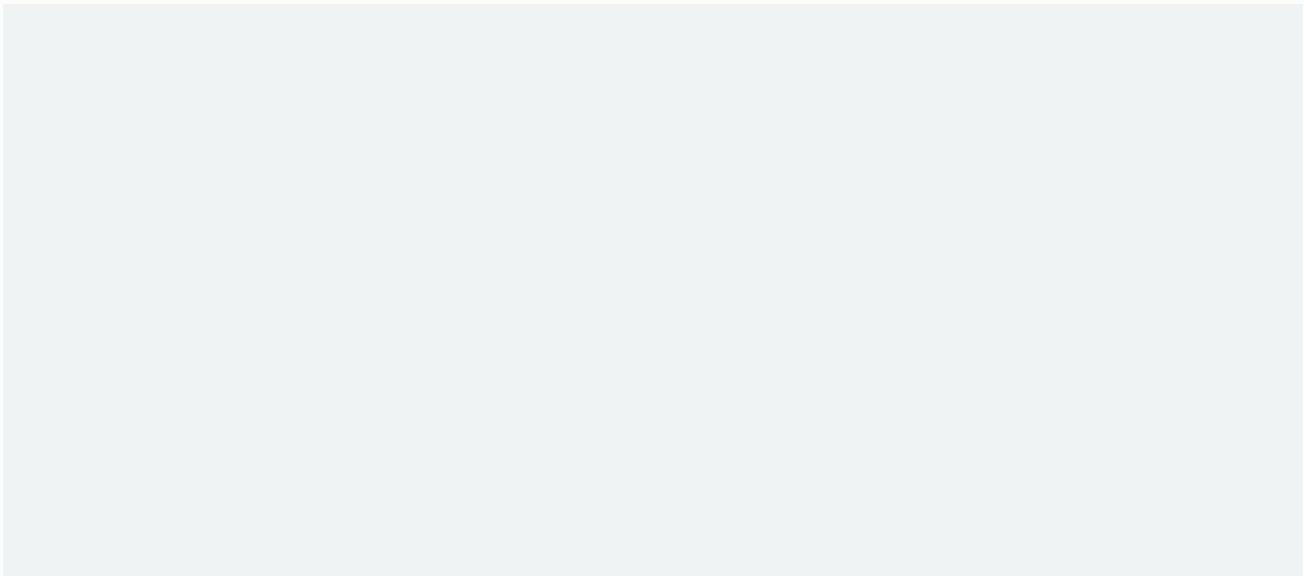
People connect with people. Imagine that your brand is a person with human qualities, opinions, attitudes and behaviors.

The goal of this discovery questionnaire is to ask questions in a fun and creative way so that you can hone in on your brand's authentic, genuine brand personality that is true for you AND will attract and connect with your ideal audience.

As you answer the following questions, look for answers that lie in the intersection between who you are, what you do AND your ideal clients.

What is your life's motto?

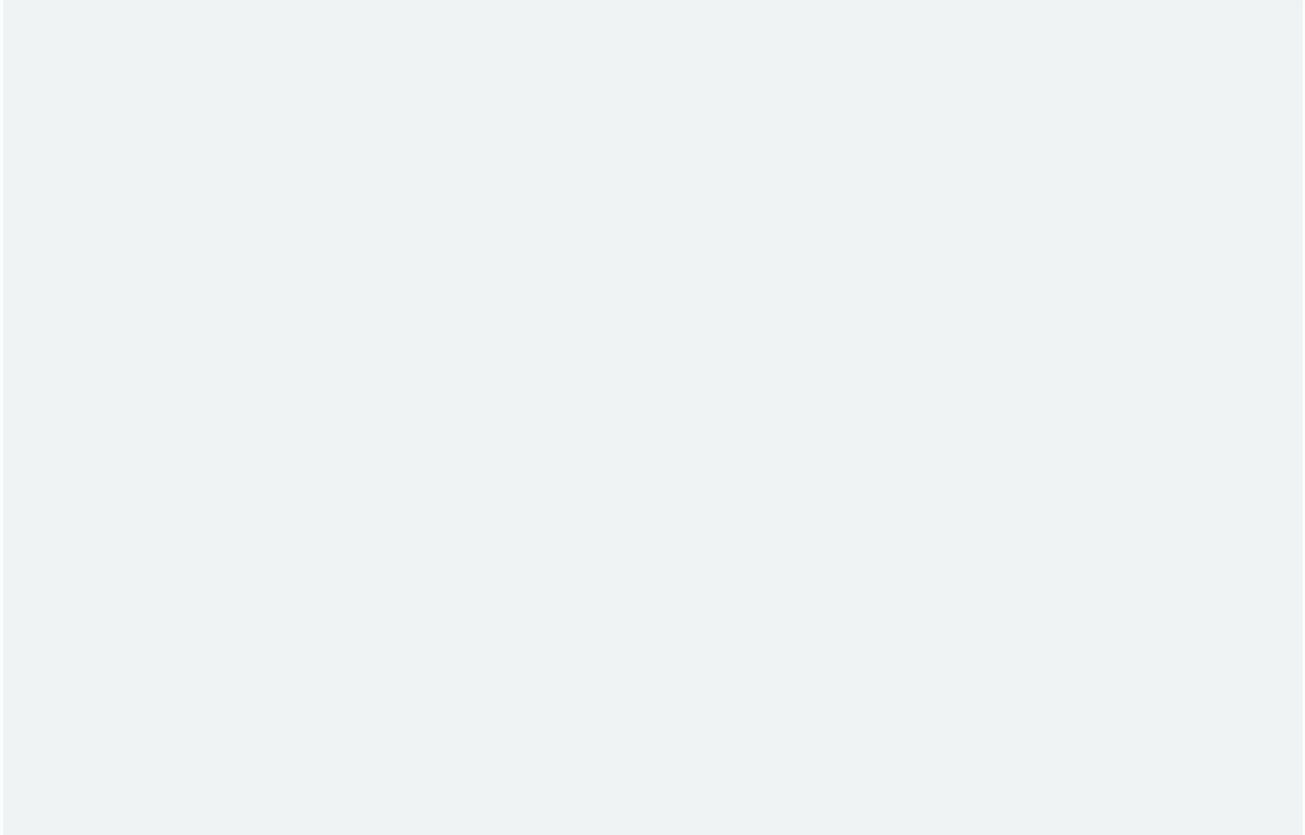
Ex: The glass is half full. Or You can't fail unless you quit. etc...



# Brand Personality & Vibe Discovery Questionnaire

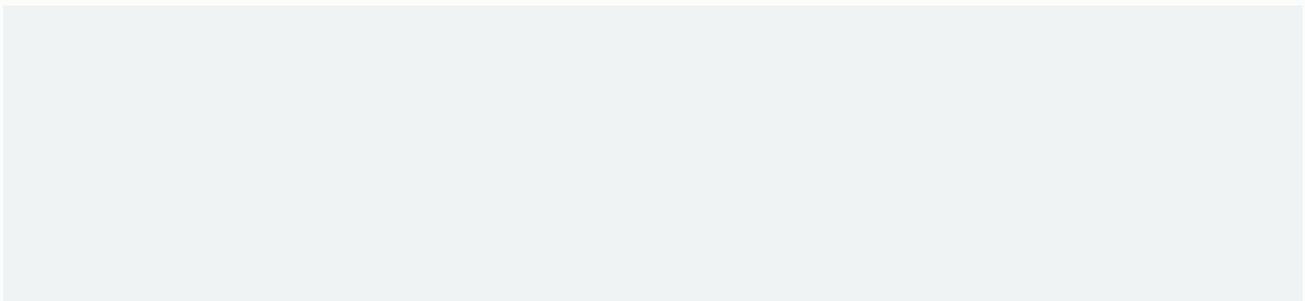
List 3-7 adjectives to describe your personality:

Ex: Happy, optimistic, serious, wise, caring, nature-loving, sophisticated, etc.



What is your style of communication?

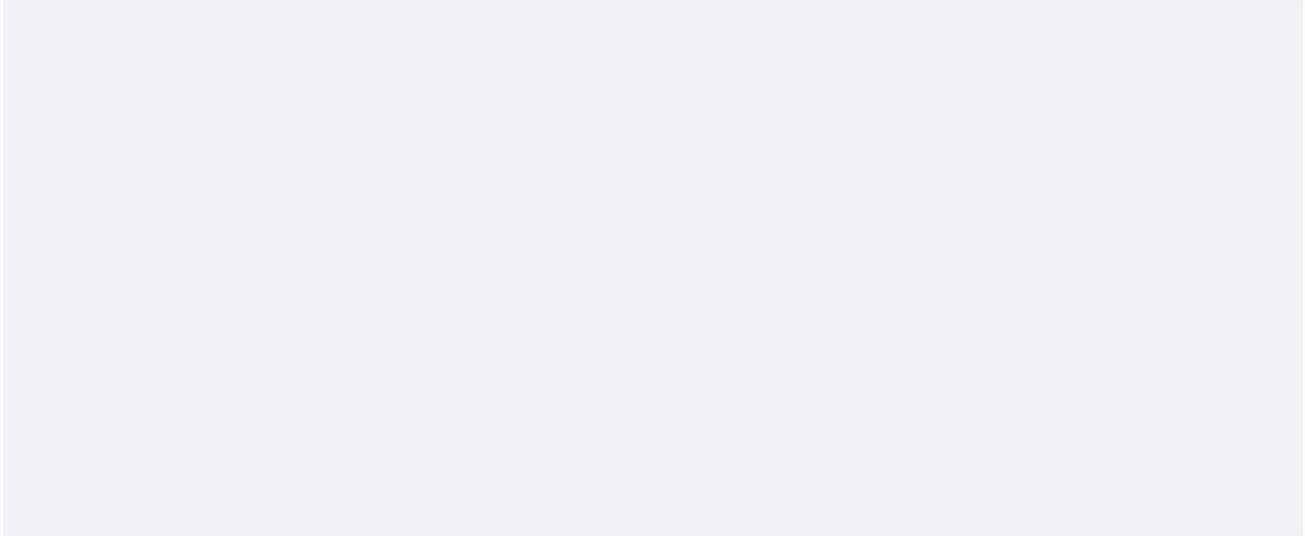
Ex: Formal, Humorous, Friendly, etc



# Brand Personality & Vibe Discovery Questionnaire

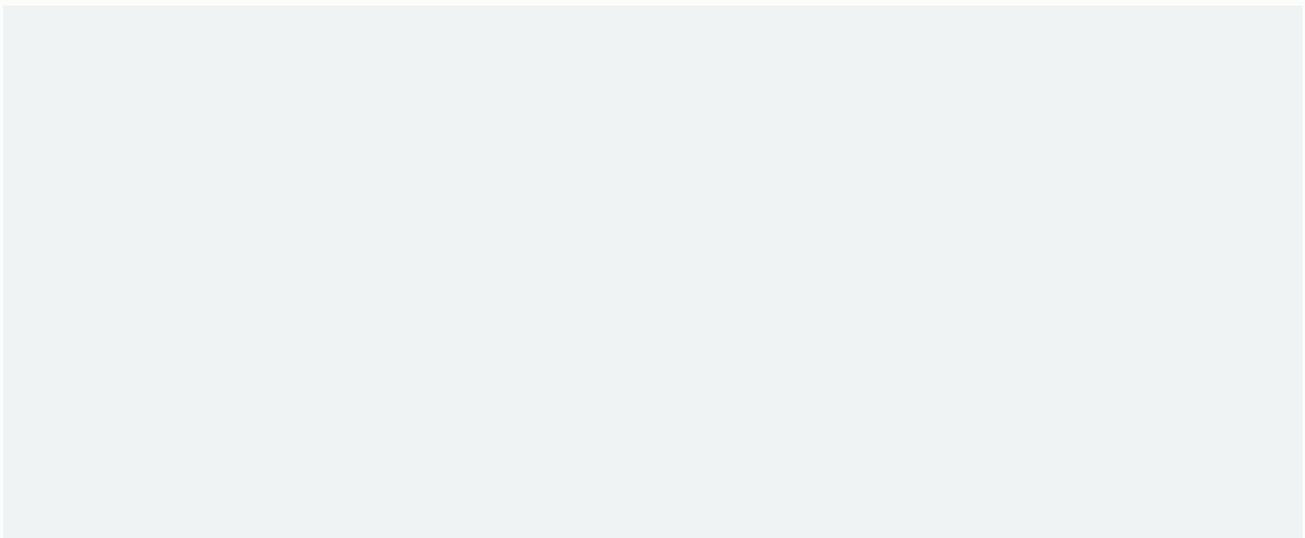
If you had to describe your brand as a contradiction, what would it be?

Ex: "Modern meets Rustic" or "Young and Wise"



Do you want your brand to feel?

Ex: More traditional and well-established? Or more modern and aware of current trends? Formal or casual? Conservative or creative? Serious or fun? Corporate or free-spirited? Other?



# Brand Personality & Vibe Discovery Questionnaire

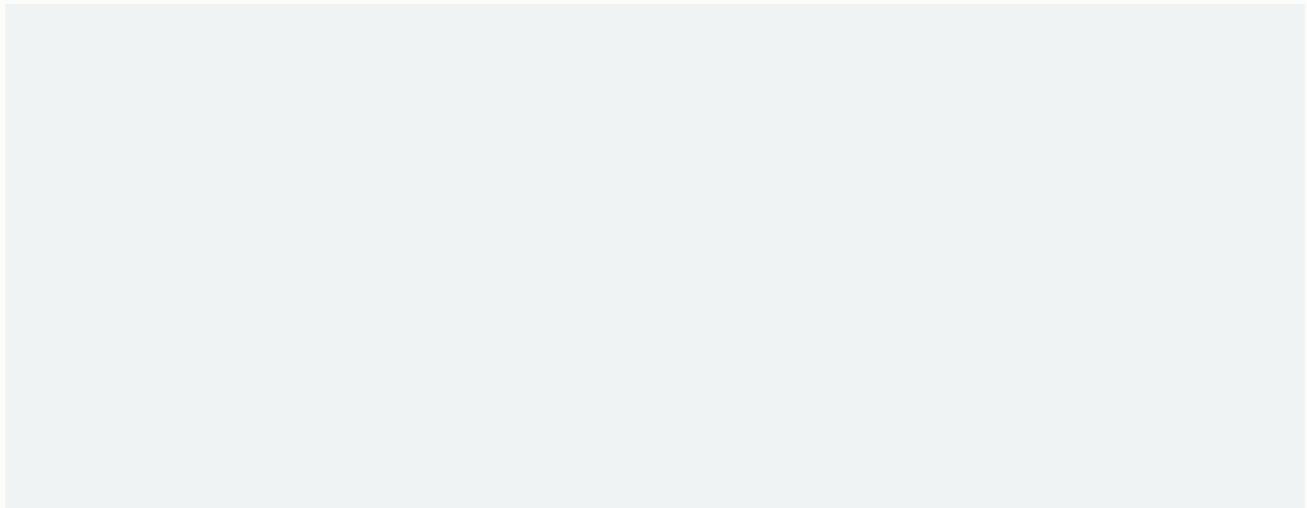
If your brand was a city or country, which one would it be? Why?

Ex: Aspen, Los Angeles, Paris, Brazil, Japan, etc.



From an overall brand experience standpoint, would you describe your brand as:

- A . Everyday affordable: Honda - Practical, reliable, fair price
- B. Upscale luxury: BMW - Luxurious in every way
- C. Conscious Luxury: Tesla - Luxury and a better choice for the environment
- D. Other. Why? (For example, Toyota Prius: Practical and Conscientious.



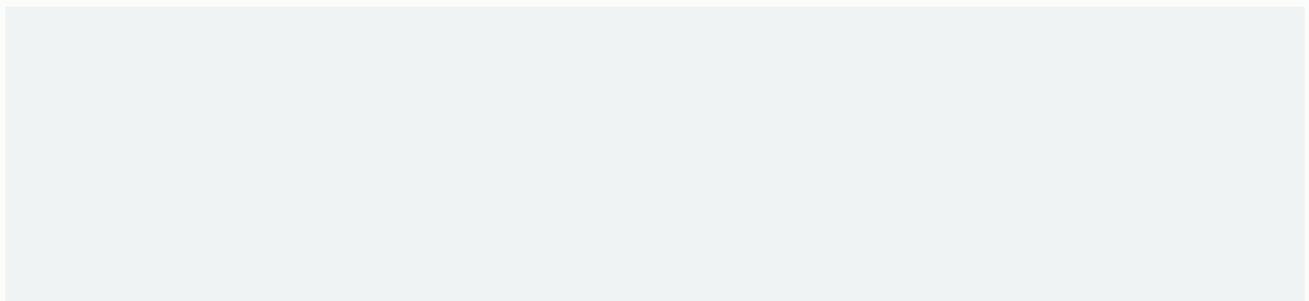
## Brand Personality & Vibe Discovery Questionnaire

After your ideal client works with you, uses your services or takes your course, how do you want them to feel?

Ex: After completing my health coaching program, clients feel more energetic, vibrant, happier and grounded.



What ONE word describes how you want your customer (and leads) to feel after they visit your website, see your social posts or correspond with you?



# Brand Personality & Vibe Discovery Questionnaire

CLARIFY AND REFINE

## MY BRAND'S PERSONALITY/VIBE IS....

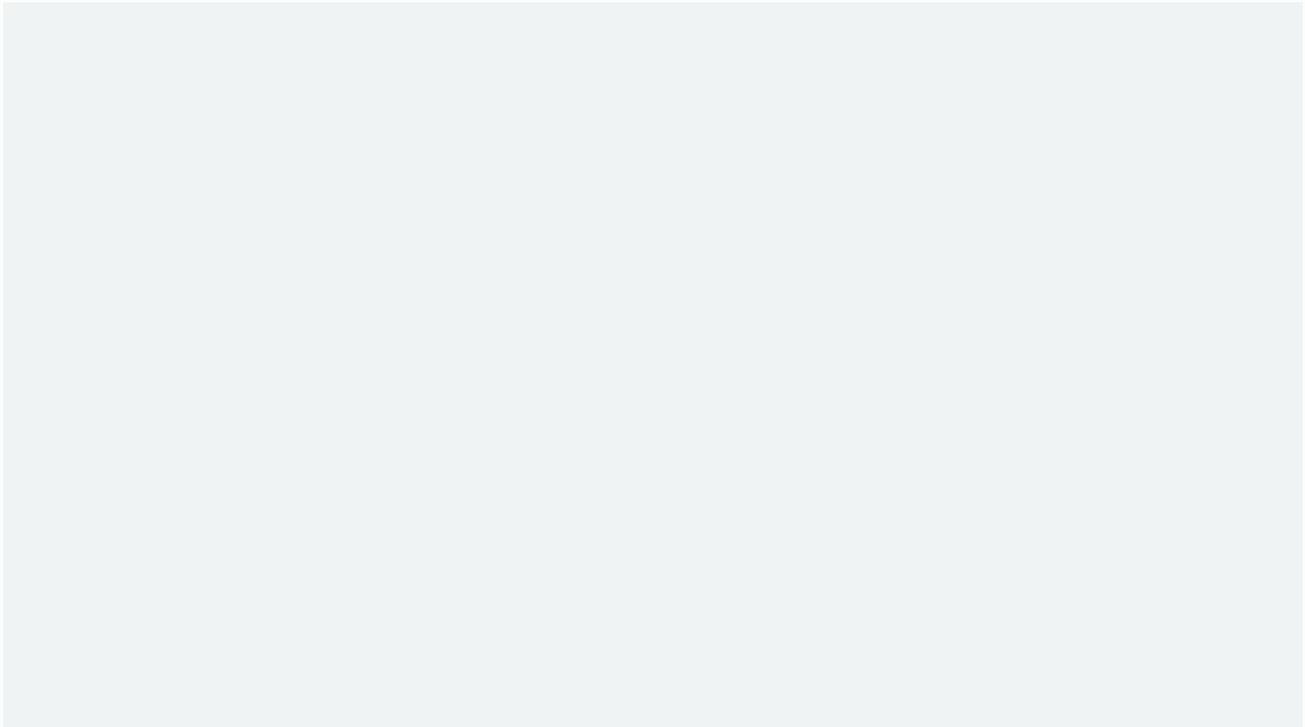
Review your discovery questionnaire answers. Circle the words, phrases or attributes that best define you and your brand. Cast a wide net and list them below.

PRO TIP: Always keep your ideal audience/client in mind so that you can create a brand personality that they will want to get to know better!

Look for the intersection between yourself, your business and what will attract your ideal clients.

Your list may include:

- Adjectives that describe your brand.
- Feelings you want your brand to evoke.
- Words that are associated with your brand personality or vibe.



B R A N D   A T T R I B U T E



## WHAT IS YOUR BRAND'S STYLE, LOOK & FEEL

Now that you have a deep understanding of what your business is all about, its purpose, core values and personality, it's time to hone on what is the over-arching style, look & feel of your brand.

At the end of the questionnaire, you will write your brand style statement.

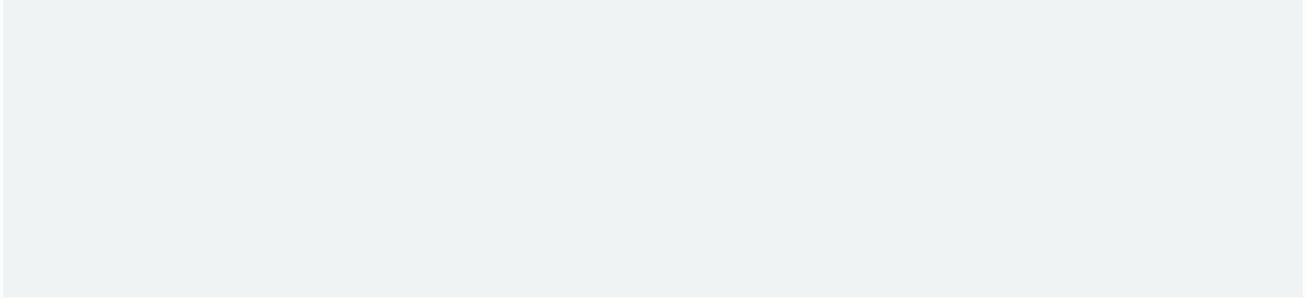
# BRAND LOOK & FEEL

## DESCRIPTIVE WORDS

Antique	Elevated	Organic
Artsy	Equestrian	Pop
Avant-Garde	Ethereal	Preppy
Beach	Feminine	Punk Rock
Bohemian	Fresh	Quiet
Bold	Fun	Quirky
Boulder	Fuzzy	Relaxed
Brass	Gold	Retro
Bright	Gray	Rock-n-Roll
British	Grunge	Santa Cruz
Brooklyn	Hard	Sexy
Calm	Hippy	Silver
Classic	Hipster	Simple
Clean	Light	Sleek
Clean	Los Angeles	Smooth
Colorful	Luxurious	Soft
Conservative	Mainline	Sophisticated
Contemporary	Marble	Southwestern
Cool	Masculine	Strong
Corporate	Mature	Sultry
Cosmopolitan	Maximalist	Timeliness
Country	Memphis	Upper East Side
Couture	Mid-Century	Vintage
Creative	Millennial Pink	Warm
Daring	Minimal	Warm
Dark	Modern	Western
Delicate	Mountains	Wise
Disco	Natural	Wood Grain
Eclectic	Neutral Colors	Young
Edgy	New Age	Zen

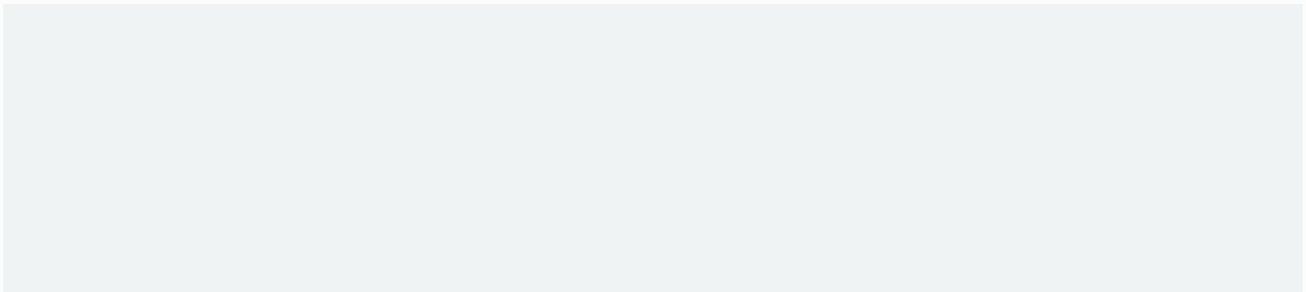
## Brand Style, Look & Feel

If your brand was a season, which one would it be?



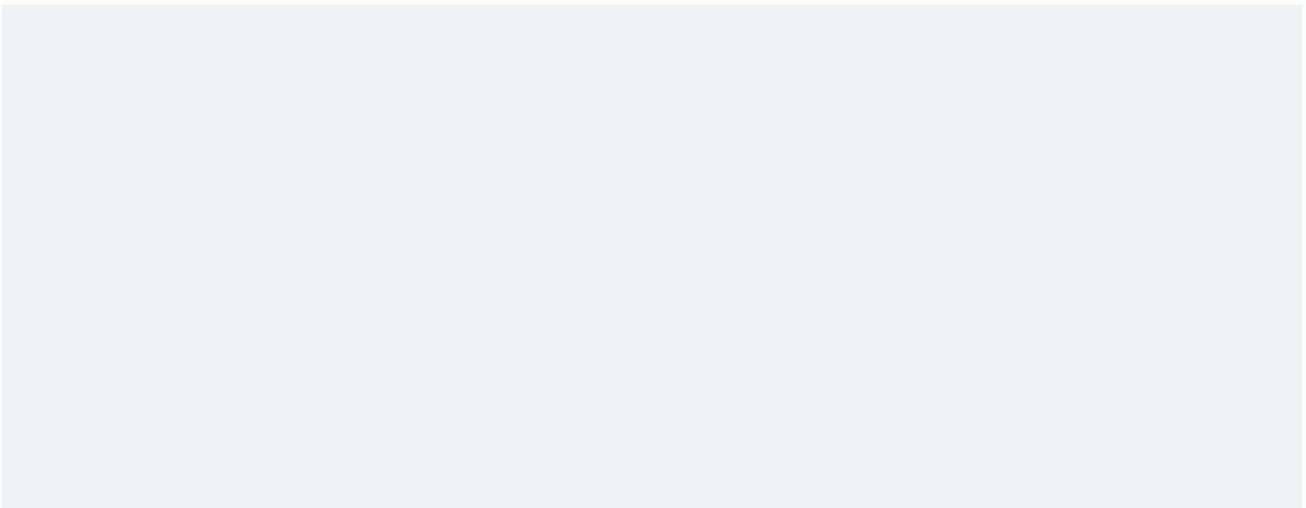
If your brand was a location, where would it be? (Ask yourself where do you feel like you are most in your element?)

Ex: Cities, Mountains, Beach, Outer Space, Desert, etc



What type of hangout spot perfectly sets the tone for your brand?

Such as an upscale restaurant, a pool party, a martini lounge, backyard BBQ, etc.

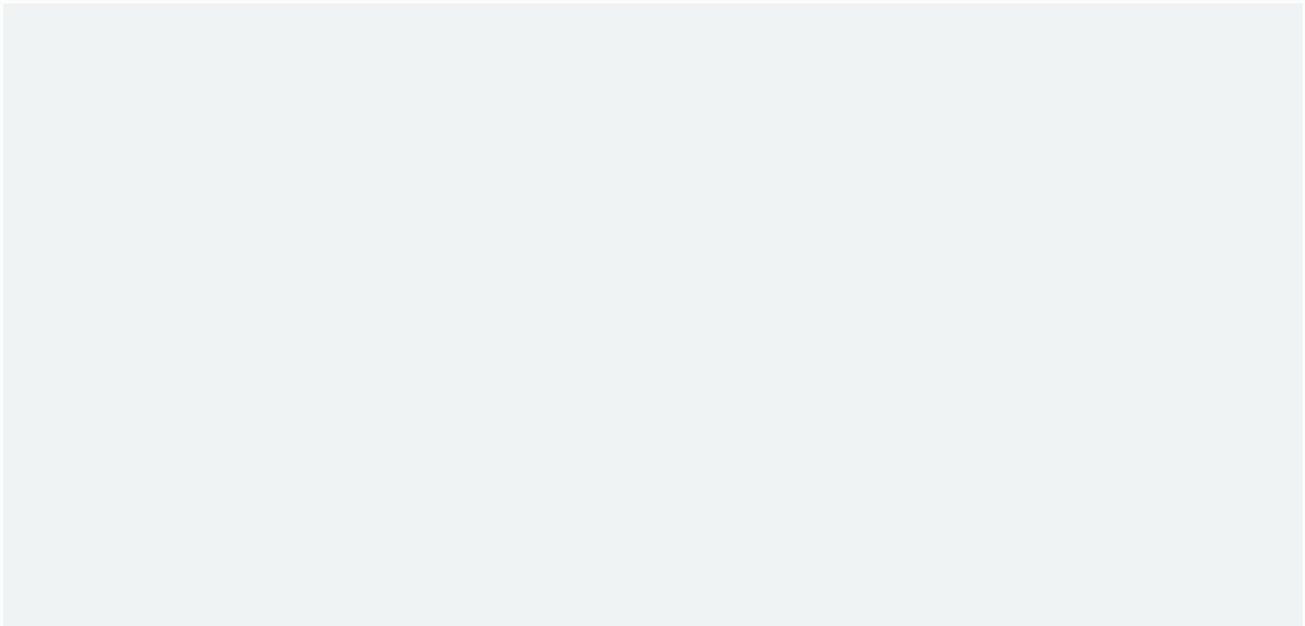


## Brand Style, Look & Feel

Describe your own personal style: wardrobe and interior design preferences.  
Ex: What are the common colors in your closet? Do you love to wear lots of accessories or do you keep it simple? Classic or edgy? What materials do you prefer? Cashmere? Silk? Chunky wool?



If you had an office where clients could meet with you, what would it look like? (Style, textures, patterns, materials, colors etc)



B R A N D   A T T R I B U T E



## DETERMINE YOUR BRAND'S TONE OF VOICE

**"Tone of voice describes how your brand communicates with your audience and thus influences how people perceive your message and brand."**

- Semrush

Defining your brand's tone of voice is essential to writing captivating copy for your website, social media messages, newsletters and emails, etc.

This is important because your "tone of voice reflects your brand's personality, helps you connect with your audience, and makes you different from the rest." (Distlled.net)

# What is "Tone of Voice"

**Your brand's tone of voice is less about what you say, rather how you say it.**

The tone of voice describes how your brand communicates with your target audience, the manner in which you write, and the overall emotion your writing style evokes. This in turn influences how people perceive your business.

Your company's tone of voice represents your brand's personality and values. This includes the words you choose and the order in which you put them and applies to all the content you deliver — website content, social media posts, emails, and any other formats.

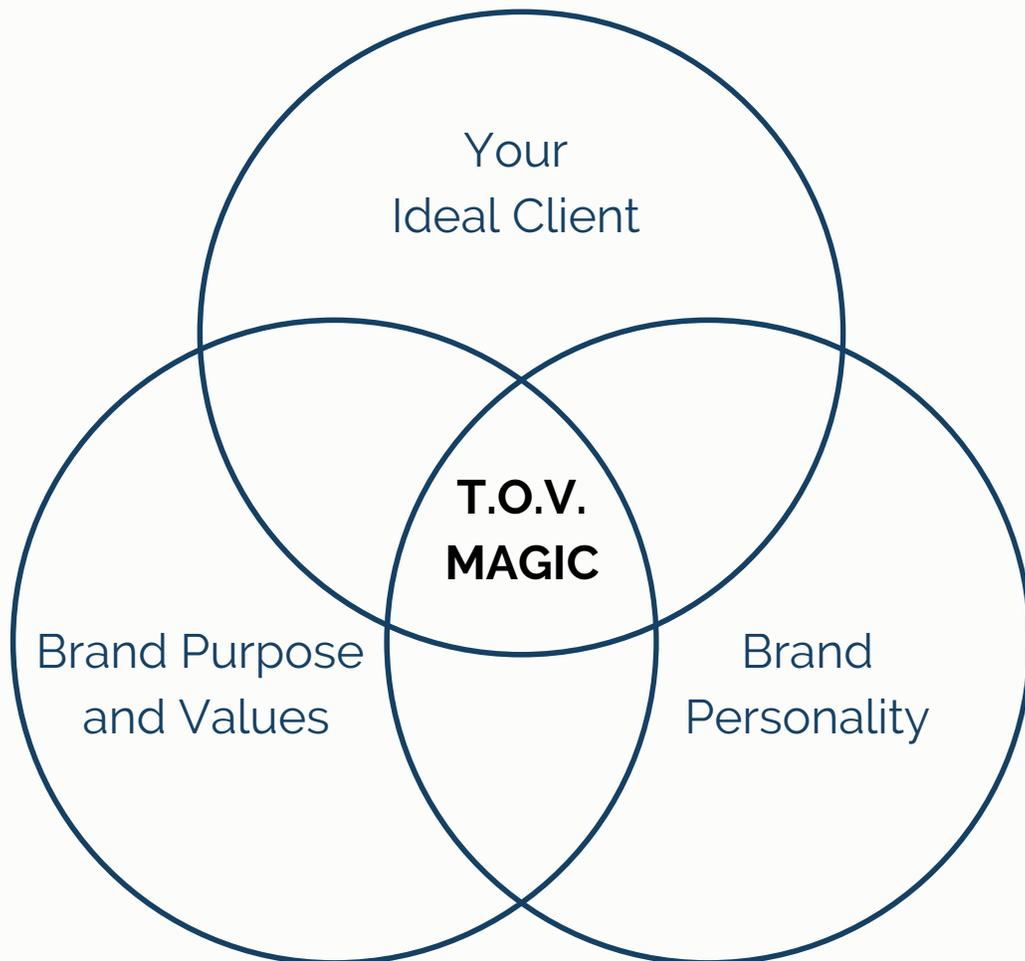
As always, consistency is key because it provides a clear message, and builds brand recognition and customer trust.

In order to be successful, it's important to write in your defined tone of voice in all of your copy and content.

# The Brand Magic Formula for T.O.V.

Aim for writing in a tone of voice that:

- Resonates with your ideal client
- Speaks to your brand purpose and values
- Infuses your brand personality



# 8 Tips to Write Compelling Copy

01. Write content that **aligns with your brand's purpose and values.**
02. Write in a way that **connects with your target audience.**  
Pepper words and phrases your ideal client uses throughout your copy. (Only if it feels like a natural fit for your brand)
03. **Infuse your brand's personality** into your writing!  
For example, if your brand is fun and playful, use humor.
04. **Write in a way that is conversational.** I suggest writing in the first person.
05. **Keep it personal.** Compose your copy as if you are writing directly to your ideal client avatar.
06. **Keep it short!** Edit your copy down to the bare minimum for maximum comprehension.
07. **Tell stories.** Storytelling! "If told well, a story will embody a company's beliefs and personality but in a way that is, first and foremost, entertaining and memorable for the audience." - Distilled
08. **Consistently write in your brand voice** in all of your communications and content.

# Who Is Your Ideal Client? And How Do They Speak?

It's very important to choose the right language so that your ideal client can connect and resonate with it.

"Empathy is key, focus on your customer's voice, and make it part of your brand tone of voice to build trust and credibility.

**Experts say that mimicking the vocabulary of a particular group allows members to feel a sense of belonging.**

Mirroring your audience's language will make your content pieces more relatable and bring your brand closer to them.

If done right, this will eventually lead you to an increase in sales." - Distilled

## Connect With Your Ideal Client's Generation

Review the Ideal Client section and think about what kind of communication style they use most often in personal friendly situations and professional settings?

Specifically note which generation you're targeting. Are they boomers or millennials? There is a big difference in each generation's communication styles and preferences.

According to a survey by Yes Lifecycle Marketing:  
Babyboomers look at content as sources for debate.

Millennial shoppers (22-37 y.o.) value emails more than any other generation and seek personalized interactions. If you target millennials, try to be entertaining, yet informative.

Centennials (18-21 y.o.) use Instagram and Snapchat as their primary channel for shopping and expect quality experiences across all channels,.

# Writing Style Characteristics

Here are some examples of writing style characteristics.

### **Formal vs. Informal Language**

Think about how formal or informal you want your tone to be? Of course, even though it will vary over different platforms and the context in which you're writing, it's a good idea to have a general baseline.

### **Technical**

It is always best to try to write simply and clearly so that your audience can easily understand what you are communicating.

While it's a good rule of thumb to write in laymen's terms, you must always consider your audience to determine what level of technical language to use.

### **Swear Words**

It's unusual to find businesses that use swear words as part of their everyday marketing copy. So, it is very attention-grabbing when you do see it. It seems to be a trend among younger generations.

### **Grammar**

It's a good idea to follow grammar rules while not stressing out over them, since keeping your written copy conversational is key to creating a connection.

# Brand Tone-of-Voice Profile

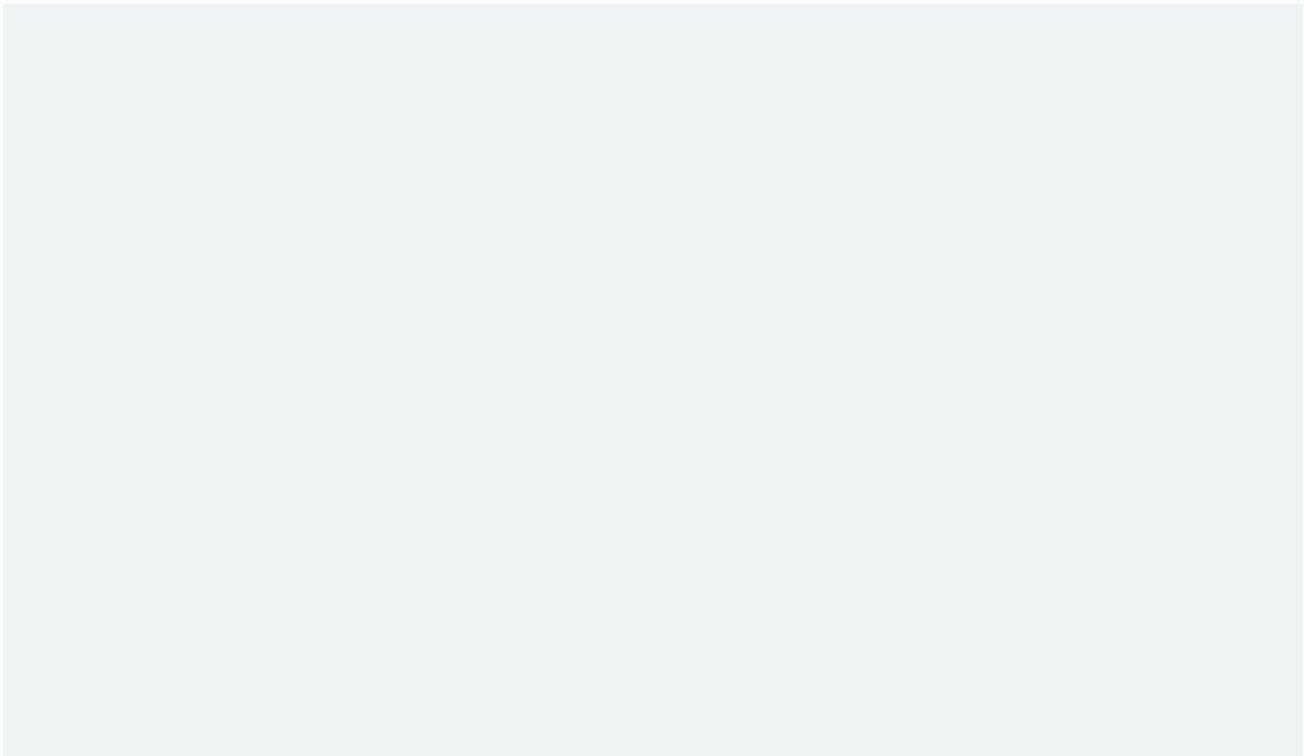
## WORKSHEET

### The Generation I am connecting with is:



**How do they communicate with each other?** Brainstorm slang words, colloquialisms, vocabulary and phrases that you can incorporate into your speech. List ones that feel like a natural fit for your brand.

(If your ideal client is a part of your generation, and overall social circles, you will most likely naturally write in a way that connects with them!)



Tone of Voice

# Brand Tone-of-Voice Profile

WORKSHEET

## Brand Tone of Voice Personality:

**Write down some expressions and phrases that you use** when talking to friends and in a professional setting.

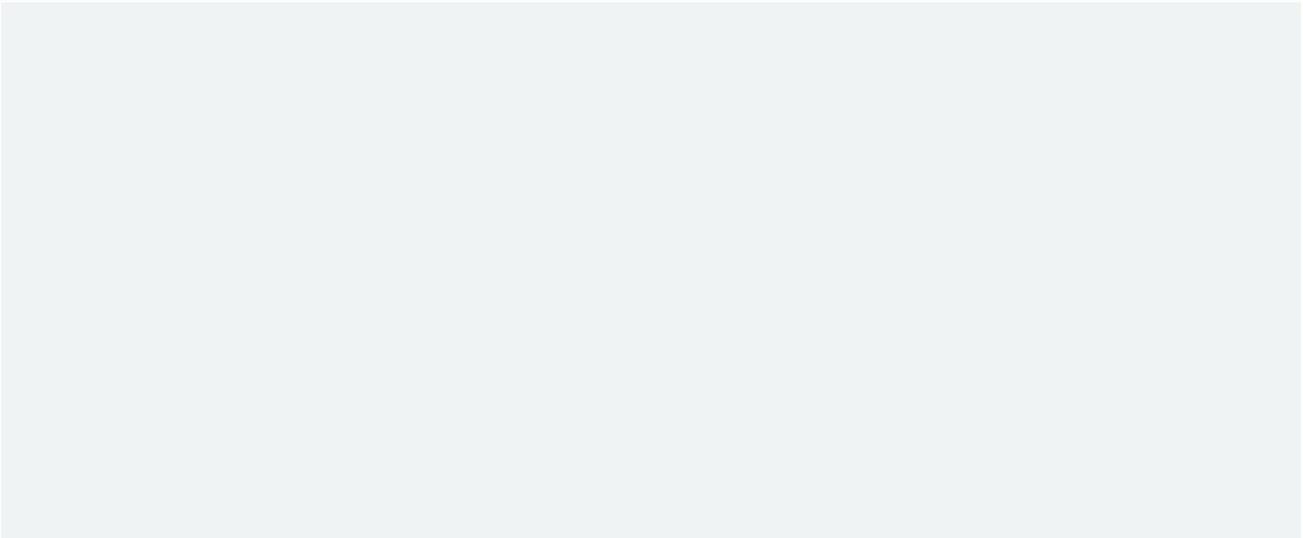
Tone of Voice

# Brand Tone-of-Voice Profile

WORKSHEET

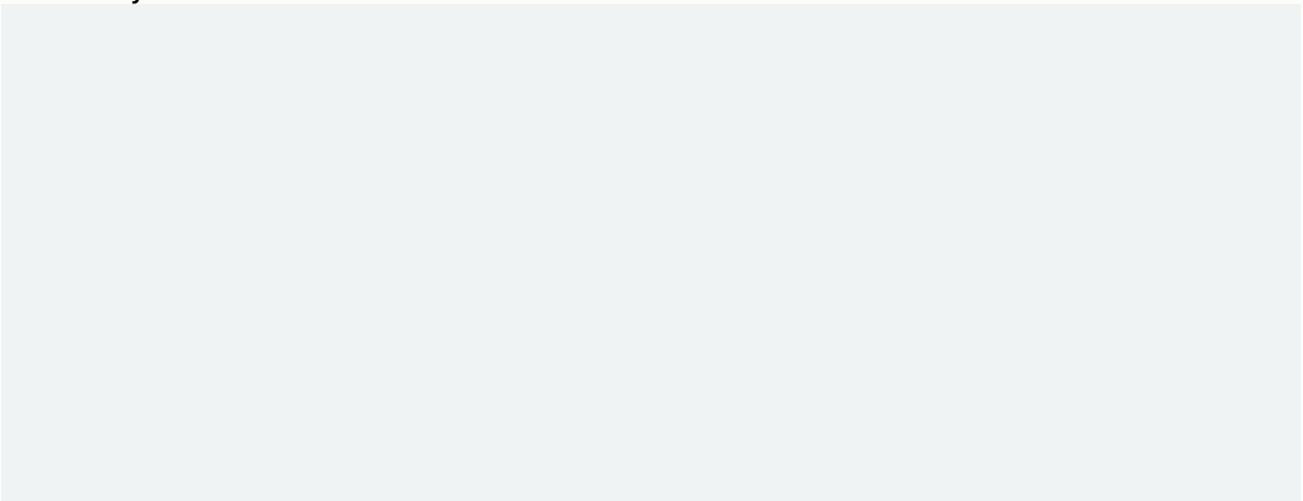
## **Writing Style:**

(Formal v Informal, Use proper grammar? Degree of Technical Language usage? Other?)



## **Brand Tone-of-Voice Profile Summary:**

Distill your TOV to three words:



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