



What's your BrandType™ Personality?

As of one the 4 P's (People, Purpose, Positioning, Personality), your BRAND PERSONALITY is crucial to know and understand so that you can authentically communicate and uniquely resonate with your audience. On the next page, take a quick quiz to determine your BrandType™ personality, then see the results on the following pages with how you can get started using it in your content and voice.

(Typically a brand will have more than one, but there is usually a dominant personality that will feel right to you.)

You can take this quiz as a company or as an individual. It's also useful to use this exercise as a team building exercise to understand how each member brings their own individual strengths and uniqueness to the benefit of the whole team.

As you build out your content, check back in with your BrandType™ personalities to make sure you are aligned with who you really are. Don't try to be something you're not -- it's transparent, and you'll only dilute all that you can be for the audience you most want to serve. Just be you, it's plenty!

*And go deeper into this with so much more to learn and implement
in my Brand Building Foundations Course!*



BrandType™ Personality Quiz

Circle all the adjectives that best describe your brand's personality. The # groups with the most adjectives circled are your BrandType™ personalities.

Every brand has a dominant personality, with a few accent personalities sprinkled in. What feels authentic to who you are?

- | | | | | | | | | | | | |
|---|--|---|---|---|--|----|--|----|--|----|---|
| 1 | Empowering
Enthusiastic
Studied
Experienced
Well-Respected | 2 | Fact-driven
Inquisitive
Analytical
Insightful
Rational | 3 | Creative
Inspired
Cultured
Stylish
Unique | 4 | Uplifting
Hopeful
Generous
Positive
Innocent | 5 | Forward-thinking
Trendsetting
Resilient
Daring
Inventive | 6 | Adventurous
Imaginative
Curious
Spontaneous
Seeking |
| 7 | Confident
Courageous
Competitive
Decisive
Bold | 8 | Accomplished
Productive
Self-Motivated
Discerning
Efficient | 9 | Independent
Free-thinking
Rulebreaking
Questioning
Outspoken | 10 | Trustworthy
Stable
Loyal
Dependable
Humble | 11 | Supportive
Warm
Nurturing
Kind
Empathetic | 12 | Witty
Charismatic
Funny
Quirky
Playful |



THE WOOLERS
PEOPLE-ORIENTED

THE SAGES
INFORMATION-ORIENTED

THE CATALYSTS
ACTION-ORIENTED

THE OPTIMISTS
IDEA-ORIENTED

12
Entertainer
Keep It Light

1
Guide
Empower & Educate

11
Nurturer
Be Emphathetic & Supportive

2
Intellectual
Be Analytical & Practical

10
Upholder
Be Trustworthy & Consistent

3
Original
Create & Curate

9
Rebel
Question & Challenge

4
Idealist
Be Positive & Believe

8
Achiever
Work Hard, High Standards

5
Innovator
Be Inventive & Take Risks

7
Powerhouse
Exude Confidence

6
Explorer
Instill a Sense of Adventure

USING YOUR UNIQUE
BrandType™
Personality
∞

The 12 BrandType™ Personalities

SAGES (INFO-ORIENTED)	1 <i>Guide</i>	Experts in their fields who get great joy from sharing their knowledge with others.
	2 <i>Intellectual</i>	Data lovers who cherish tangible facts, not intangible emotions.
	3 <i>Original</i>	Curators and creators who have a point of view all their own.
OPTIMISTS (IDEA-ORIENTED)	4 <i>Idealist</i>	Eternal optimists who think the best of everyone and thing around them.
	5 <i>Innovator</i>	Gamechangers who think outside the box and are willing to take a risk to test their ideas.
	6 <i>Explorer</i>	Journeywomen who peak our curiosity and take us on a path of discovery.
CATALYSTS (ACTION-ORIENTED)	7 <i>Powerhouse</i>	Rockstars who exude confidence of vision and inspire us to follow.
	8 <i>Achiever</i>	The 1% who have high standards for themselves, but whom we admire and aspire to be.
	9 <i>Rebel</i>	Devil's advocates who don't accept what they're told and allow us to look at other angles.
WOOLERS (PEOPLE-ORIENTED)	10 <i>Upholder</i>	No-frills loyalists who gain trust through consistency, reliability, and quality of character.
	11 <i>Nurturer</i>	Compassionate caregivers who hold people, community, and relationship-building as #1.
	12 <i>Entertainer</i>	Fun lovers who have a knack for winning people over with their wit and lightheartedness.