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# Uncover Your Brand Personality

*A 10-Minute Exercise for Clearer Marketing*

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Print this page, and sit down with your favorite beverage. Spend 10 minutes thinking about where your company is when it comes to these descriptors.

Place dots closest to wherever your company falls along the spectrum. Try to not over think this, and don't be afraid to envision where you'd like your company to be, even if it's not there now.

Draw your dots, and read on.

## BRAND PERSONALITY SPECTRUM

Personable and friendly _____	_____ Corporate, professional
Spontaneous, high energy _____	_____ Careful thinking, planning
Modern or high tech _____	_____ Classic and traditional
Cutting edge _____	_____ Established
Fun _____	_____ Serious
Accessible to all _____	_____ Upscale

## Where Does Your Company Live on the Spectrum?

### Are most of your dots toward the left?

Your company is contemporary, fast-moving and energetic. You like to make ideas happen quickly, and you don't mind taking risks. Your communication style is friendly and approachable.

### Are most of your dots toward the right?

Your company is traditional, relies on solid planning and established ways of getting things done. You might be trying to appeal to upscale clientele, and your communication style is corporate and professional.