

Brand Purpose

What inspires you about your business?

O1

How are you helping your customers? What problems are you solving?

O2

How is your brand/business different from your competition?

O3

Who are the people you're alming to help with your business?

O4

Dream Client

Help me understand who your target audience is by telling me about your dream client.

Name of your dream client:

Where does your dream client live?

What platforms does he/she use?

What websites does he/she use?

What kind of personality does she/he have?

What does he/she talk about?

What kind of problems does she/he have?

What does he/she want to achieve?

Brand Voice

Brand Voice is how you determine how you speak to your potential customers in your messaging (social media channels, website etc). Finding the right voice helps you to connect with your audience, convey your audience and stand out in the crowd.

Below you can select a few keywords (and add your own) that will help you determine your brand voice.

Brand Character:

Is the brand intellectual and serious or goofy and playful? This is limitless, I've worked with brand voices that are intentionally tired and exasperated.

Brand Language:

Is it formal and professional or relaxed and colloquial? Is there any regional style or dialect? Even sprinkles of other languages to inject? Would the brand use big words, or swear?

Do this when communicating with audience:

E.g always aim to get in a pun or joke. Or always aim to strip language down to be simple.

Avoid this when communicating with audience:

E.g Never make jokes. Dress up language where possible.

Brand Tone

Here you can determine how you will like your brand to come off as to your customers. Always keep in mind your ideal customer! You can think of the brand tone as your brand personality. Try to align your brand tone with the personality type of your ideal client.

Funny

Neutral

Serious

Casual

Neutral

Formal

Irreverent

Neutral

Respectful

Dreamy

Neutral

Straight Forward

Sassy

Neutral

Respectful

Brand Style

Modern

Classic

Feminine

Masculine

Playful

Serious

Economical

Luxurious

Youthful

Mature

Abstract

Literal

Minimal

Decorative

Brand Style

Below you'll find a list of keywords from where you'll select the ones you feel represent your brand the best. Remember that these keywords are what will represent the feeling of the brand you are creating.

Aesthetic	Economic	Happiness	Modest
Ambitious	Educational	Humility	Motivating
Adventurous	Energetic	Honorable	Optimistic
Affectionate	Empowering	Hopeful	Organized
Beautiful	Enjoyment	Humorous	Passionate
Braver	Entertaining	Insightful	Peaceful
Balanced	Excellence	Inspirational	Patient
Casual	Enthusiastic	Impactful	Playful
Comfort	Family	Intimate	Reliable
Confidence	Faith	Joyful	Reasonable
Compassionate	Firmness	Jovial	Self-Aware
Connection	Fun	Kindness	Sassy
Clarity	Friendship	Knowledgable	Serious
Dedication	Focus	Loyalty	Simple
Diversity	Gratitude	Leadership	Silly
Diligence	Greatness	Loveable	Trust
Devotion	Growth	Logical	Vibrant
Directness	Guidance	Masterful	Whimsical
Dependable	Generous	Mindful	Warmth

Brand Values

Brand values help you determine what's most important for your brand and thus set a north star to strive for. These also help you better align your brand with customers who hold similar values.

Below you'll find a list of sample core values that you can use to get you on the right path. Select the ones that most resonate with what you do & why you do it.

Ambition	Empathy	Honesty	Modest
Accountable	Equality	Humility	Motivating
Adventure	Empowering	Hope	Optimism
Approachable	Exciting	Humour	Organization
Belonging	Excellence	Hard Work	Passion
Bravery	Enthusiasm	Insight	Peace
Balance	Fitness	Inspiration	Patience
Change	Family	Impact	Playfulness
Confidence	Freedom	Integrity	Reliability
Compassion	Faith	Innovation	Reason
Connection	Firmness	Joy	Self-Awareness
Clarity	Fun	Justice	Spontaneity
Dedication	Friendship	Kindness	Sustainability
Diversity	Focus	Knowledgable	Success
Diligence	Gratitude	Loyalty	Simplicity
Devotion	Greatness	Love	Support
Directness	Growth	Logic	Trust
Dependable	Guidance	Mastery	Unity
Drive	Generosity	Mindfulness	Vision