



a simple worksheet  
designed to unearth

YOUR  
BRAND MAP

# WHAT'S YOUR BRAND VOICE?

FOR YOUR BRAND'S PERSONALITY—WHAT ADJECTIVES WILL DESCRIBE YOUR VIBE AND TONE?  
PICK 10 BELOW. OR ANY OTHERS ON YOUR MIND.

- Adorable • Adventurous • Analytical • Anti-establishment • Appealing • Artistic • Athletic •
- Attractive • Authorative • Bold • Breathtaking • Bright • Busy • Calm • Capable • Caring •
- Casual • Charming • Cheerful • Chic • Classic • Clever • Collaborative • Colorful • Comfortable
- Conservative • Contemporary • Convenient • Cool • Cocky • Creative • Daring • Dashing
- Delicate • Delightful • Dependable • Detailed • Dramatic • Dry • Earthy • Easy • Eccentric
- Efficient • Elegant • Elevated • Enchanting • Endearing • Energetic • Ethereal • Exciting •
- Expensive • Exuberant • Fabulous • Familiar • Fancy • Fantastic • Fashionable • Festive • Fierce
- Flirty • Formal • Fresh • Friendly • Fun • Functional • Futuristic • Glamorous • Graceful • Happy
- Hip • Historic • Honorable • Impressive • Industrial • Informal • Innovative • Inspiring • Intense
- Inviting • Low Maintenance • Lively • Lush • Joyful • Majestic • Minimalist • Modern • Natural
- Nautical • Nerdy • Nifty • Noisy • No-nonsense • Nostalgic • Novel • Old • Organic •
- Patriotic • Playful • Pleasant • Powerful • Predictable • Professional • Quaint • Quirky • Radiant
- Rebellious • Relaxing • Reliable • Retro • Revolutionary • Romantic • Rustic • Scholarly •
- Savvy • Secure • Serious • Shocking • Silly • Sleek • Smart • Soothing • Sophisticated • Stable
- Stimulating • Striking • Strong • Stunning • Stylish • Swanky • Tasteful • Techy • Thoughtful
- Tranquil • Trustworthy • Unconventional • Unique • Upbeat • Urban • Versatile • Vintage •
- Whimsical • Wild • Witty • Youthful

# WHAT DO YOU ENVISION?

BRANDING IS VISIONARY. IT CAN BE AN ENGINE FOR CHANGE, INNOVATION, AND DISCOVERY.  
WHAT IS YOUR VISION? AND MORE IMPORTANTLY...WHY?

What are you most excited about right now? Or coming up?

This year will be the year that I ... What?

What do you want/need to learn to get you there?

I envision a world where...

# WHAT DO YOU VALUE?

FROM THE LIST BELOW, CHOOSE AND WRITE DOWN EVERY CORE VALUE THAT RESONATES WITH YOU. DON'T OVERTHINK IT. AS YOU READ THROUGH THE LIST, JUST CIRCLE THE WORDS THAT FEEL RIGHT TO YOU PERSONALLY. IF YOU THINK OF A VALUE YOU POSSESS THAT IS NOT ON THE LIST, BE SURE TO WRITE IT DOWN.

**Note:** *I didn't recreate the wheel here, exercise borrowed from Carnegie-Melon University.*

Abundance  
Acceptance  
Accountability  
Achievement  
Adventure  
Advocacy  
Ambition  
Appreciation  
Attractiveness  
Autonomy  
Balance  
Benevolence  
Boldness  
Brilliance  
Calmness  
Caring  
Challenge  
Charity  
Cheerfulness  
Cleverness  
Community  
Commitment  
Compassion  
Cooperation  
Collaboration  
Consistency  
Contribution  
Creativity  
Credibility

Daring  
Dedication  
Dependability  
Diversity  
Empathy  
Enthusiasm  
Ethics  
Excellence  
Expressiveness  
Fairness  
Family  
Friendships  
Flexibility  
Freedom  
Fun  
Generosity  
Grace  
Growth  
Happiness  
Health  
Honesty  
Humility  
Humor  
Inclusiveness  
Independence  
Individuality  
Innovation  
Inspiration  
Intelligence

Intuition  
Joy  
Kindness  
Knowledge  
Leadership  
Learning  
Love  
Loyalty  
Mindfulness  
Motivation  
Optimism Open  
Mindedness  
Originality  
Passion  
Performance  
Personal  
Development  
Proactive  
Professionalism  
Quality  
Recognition  
Risk Taking  
Safety  
Service  
Spirituality  
Peace  
Perfection  
Playfulness  
Power

Proactivity  
Professionalism  
Recognition  
Relationships  
Reliability  
Resilience  
Resourcefulness  
Responsibility  
Responsiveness  
Security  
Self-Control  
Selflessness  
Simplicity  
Stability  
Success  
Teamwork  
Thankfulness  
Thoughtfulness  
Traditionalism  
Trustworthiness  
Understanding  
Uniqueness  
Usefulness  
Versatility  
Vision  
Warmth  
Wealth  
Well-Being  
Wisdom

# WHAT'S YOUR FREAK FACTOR?

I AM A \_\_\_\_\_

Who serves / provides....

Why should a client choose you?

What is something you can claim, that your competitors can't?

MY FREAK FACTOR IS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_