

BRAND PERSONALITY WORKSHEET

MEGA list of SUPER personality words
to help capture the right tone of voice

Two things I ask clients to describe during our copywriting brief is the **personality of their brand** and the **tone of voice** for the copywriting piece. It's important to consider (for longer than a minute or two) because the personality of a brand gives people (potential clients) something they can relate to.

It turns a business into a point of connection.

It also helps to govern what you say, how you say it and where you say it.

Why should you bother defining a brand personality?

A brand is a living entity and you should think of it as such.

Your brand communicates what you stand for and helps your target customers distinguish you from your competitors. And the connection is more emotional than you may think.



Your brand is what people say about you when you are not in the room.

- Jeff Bezos

It's not something you can control.

When you take the time to assign personality traits to your brand (or your client's brand), you create a profile you check your communications against, to make sure they are unified and consistent.

Discover brand personality: think human

The tone of voice in your marketing and business communication is your brand personality in action. To find the voice of your business you need to start by asking yourself: if your business were a person, what would it be like?

A very simple exercise to answer that question is to assign 3 personality traits that represent how you want your business to be experienced.

You can be more than 3, but choose the 3 that will define the customer experience.

That's where this worksheet comes in!

Finding the right personality words can be tougher than it sounds. So I put together this mega list of personality words to choose from.

When you choose a word, think about how the word will guide business values and the behaviour of the people within the business. **It's these two things that will determine how customers experience the personality of a brand.**

This is the starting point of the brand personality.

Next time you update Facebook or Tweet to your followers, put together some marketing or just send a letter... STOP and ask yourself:

“Does this fit with my brand's personality?”

And make sure you're consistent through the good times and bad.



Belinda

Accessible	Caring	Dedicated
Active	Casual	Deep
Adaptable	Cautious	Delicate
Admirable	Challenging	Demanding
Adventurous	Charismatic	Destructive
Aggressive	Charming	Determined
Agreeable	Cheerful	Devious
Aloof	Childish	Difficult
Ambitious	Clever	Dignified
Amiable	Coarse	Disciplined
Amusing	Colourful	Discreet
Appreciative	Compassionate	Disruptive
Arrogant	Competitive	Dogmatic
Artful	Confident	Dominating
Articulate	Conscientious	Dramatic
Artificial	Conservative	Dreamy
Assertive	Considerate	Dutiful
Athletic	Contradictory	Dynamic
Attractive	Conventional	Earnest
Balanced	Courageous	Earthy
Benevolent	Crafty	Educated
Bewildered	Crass	Effeminate
Big-thinking	Crazy	Efficient
Bizarre	Creative	Elegant
Blunt	Criminal	Eloquent
Boisterous	Critical	Emotional
Boyish	Crude	Energetic
Brilliant	Cultured	Enigmatic
Business-like	Curious	Enthusiastic
Busy	Cute	Exciting
Calculating	Cynical	Experimental
Callous	Daring	Extraordinary
Calm	Debonair	Extravagant
Cantankerous	Decadent	Faithful
Capable	Decent	Fanatical
Captivating	Decisive	Fanciful

Farsighted	Hypnotic	Narcissistic
Fickle	Idealistic	Neat
Fiery	Imaginative	Neurotic
Firm	Impressive	Neutral
Flamboyant	Impulsive	Obedient
Flexible	Incorruptible	Objective
Focused	Independent	Observant
Forceful	Indulgent	Obsessive
Forgiving	Innovative	Odd
Formal	Insightful	Old-fashioned
Forthright	Intelligent	Open
Freethinking	Intense	Opinionated
Friendly	Intuitive	Opportunistic
Frightening	Irreverent	Optimistic
Frivolous	Kind	Orderly
Frugal	Knowledge	Ordinary
Fun-loving	Liberal	Organized
Gallant	Logical	Original
Generous	Lovable	Outrageous
Gentle	Loyal	Outspoken
Genuine	Magnanimous	Painstaking
Glamorous	Mannered	Passionate
Gracious	Masculine	Passive
Greedy	Maternal	Patient
Hardworking	Mature	Patriotic
Haughty	Mechanical	Peaceful
Healthy	Mellow	Pedantic
Hedonistic	Methodical	Perceptive
Helpful	Meticulous	Perfectionist
Heroic	Moderate	Personable
Hesitant	Modern	Persuasive
High-spirited	Modest	Physical
Honest	Monstrous	Playful
Honourable	Morbid	Polished
Humble	Mystical	Political
Humorous	Naive	Popular

Possessive	Rowdy	Superficial
Practical	Rustic	Superstitious
Precise	Sarcastic	Surprising
Predictable	Sceptical	Suspicious
Prejudiced	Scholarly	Sweet
Pretentious	Scrupulous	Sympathetic
Prim	Secretive	Systematic
Principled	Secure	Tasteful
Private	Sedentary	Thorough
Profound	Self-sufficient	Tidy
Progressive	Sensitive	Timid
Protective	Sensual	Tolerant
Proud	Sentimental	Tough
Provocative	Serious	Transparent
Prudent	Sexy	Trendy
Punctual	Sharing	Troublesome
Purposeful	Shrewd	Trusting
Questioning	Shy	Unchanging
Quiet	Silly	Understanding
Quirky	Simple	Unpredictable
Rational	Skilful	Unstable
Realistic	Sly	Vacuous
Reflective	Sociable	Vague
Regimental	Solemn	Vivacious
Relaxed	Solitary	Vulnerable
Reliable	Sophisticated	Warm
Religious	Spontaneous	Whimsical
Reserved	Sporting	Wise
Resourceful	Stable	Wishful
Respectful	Strict	Witty
Responsible	Strong	Youthful
Responsive	Stubborn	Zany
Restrained	Studious	
Ridiculous	Stylish	
Rigid	Suave	
Romantic	Subtle	

Brand Personality Worksheet

Company name:

Industry:

PERSONALITY #1

How this is demonstrated

PERSONALITY #2

How this is demonstrated

PERSONALITY #3

How this is demonstrated

PERSONALITY #4 (only if needed!)

How this is demonstrated

Tone of voice is described as

Who Am I?

Belinda Weaver.

Before building Copywrite Matters into a successful copywriting business (booked out for months in advance), I spent years developing and implementing marketing strategies.



I took many campaigns from idea to execution before realising copywriting was the practice I enjoyed most.

Over the years, I've learned what works and what doesn't. As a copywriter, I use that experience to help my clients create unique brands — starting with their copywriting.

Now I share my proven techniques to help (wannabe) copywriters become in-demand copywriters.

Like here, with this worksheet and my copywriting courses.

Because learning a new skill is easier when you get to peek into an expert's handbook, right?

I also share heaps of free copywriting advice on the Copy Detective blog and on my podcast, Hot Copy.



Credits

This list of personality traits was sourced from <http://ideonomy.mit.edu/essays/traits.html> and edited into a slightly less overwhelming list.

Like this worksheet?



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