



FREE PDF

DISCOVER

**YOUR BRAND
PERSONALITY**

HOW TO USE THIS PDF

STEP 1

Think of describing your brand as if you were describing a person.

STEP 2

Go through the list in the next 2 pages, and highlight the words that you (or you and your team) think describe your brand and business best.

STEP 3

Now go through the circled adjectives, and narrow down that list. Are there some of the adjectives that are similar? Choose the one that best suits you and discard the rest. Are there some that are not super relevant to your business? Delete them from the list.

STEP 4

Once you come up with a list of no more than 4 adjectives, make a paragraph describing your brand.

Some examples:

"YOUR BRAND'S NAME" is a disruptive, and sustainable brand that communicates with their clients in a genuine and irreverent way.

"YOUR BRAND'S NAME" is a chic and enigmatic business.

"YOUR BRAND'S NAME" is crafty, easygoing and adventurous.

A-K



Accessible
Action-Oriented
Adaptive
Adorable
Adventurous
Agreeable
Airy
Alluring
Altruistic
Ambitious
Artistic
Assertive
Athletic
Attentive
Authentic
Awesome
Beachy
Boho
Bold
Budget
Calm
Candid
Carefree
Casual
Challenging
Charming
Cheerful
Chic
Classic
Clean
Clever
Collaborative
Colorful
Comforting
Complex
Concerned
Confident
Conscientious
Considerate
Consistent
Contemplative
Convenient
Cool
Corporate
Cosmopolitan
Country
Courageous
Cozy
Crafty
Creative

Cultured
Curious
Daring
Dashing
Dazzling
Decisive
Deep
Delicate
Delightful
Diplomatic
Disruptive
Dramatic
Dreamy
Driven
Dynamic
Earthy
Easygoing
Eccentric
Edgy
Efficient
Effortless
Elaborate
Elegant
Encouraging
Energetic
Enigmatic
Entertaining
Enthusiastic
Equitable
Ethereal
Exciting
Exclusive
Expensive
Extravagant
Extroverted
Fair
Faithful
Familiar
Fancy
Fashionable
Fearless
Feminine

Fine
Fit
Flexible
Flirty
Formal
Forward Thinking
Frank
Friendly
Fun
Functional
Future-Oriented
Generous
Gentle
Genuine
Glamorous
Graceful
Groundbreaking
Happy
Hard-working
Harmonious
Healthy
Helpful
High-Tech
Hip
Holistic
Honest
Influential
Informal
Innocent
Innovative
Inquisitive
Inspiring
Intellectual
Intense
Intentional
Intriguing
Intuitive
Involved
Irreverent
Joyful
Kind
Knowledgeable

L-Z



Lawful	Powerful	Smiling
Liberal	Practical	Sociable
Light	Predictable	Soothing
Lively	Professional	Sophisticated
Logical	Progressive	Soulful
Loving	Protective	Spiritual
Loyal	Pure	Spontaneous
Luxurious	Purpose-Driven	Sporty
Magical	Questioning	Stimulating
Magnetic	Quick	Straight-forward
Majestic	Quiet	Strategic
Masculine	Quirky	Sustainable
Mature	Radiant	Sweet
Messy	Rational	Tactful
Methodical	Raw	Talented
Mindful	Realistic	Tech-Savvy
Minimal	Rebellious	Timeless
Modern	Refreshing	Tolerant
Modest	Relaxed	Tough
Mystical	Resilient	Trusting
Natural	Resourceful	Trustworthy
Nautical	Responsible	Unbiased
Neat	Retro	Unconventional
Noble	Revolutionary	Understanding
Noisy	Rhetorical	Unprecedented
No-nonsense	Romantic	Upbeat
Nostalgic	Rustic	Urban
Old-Fashioned	Safe	Values-Driven
Open-minded	Scholarly	Versatile
Optimistic	Scientific	Vibrant
Organic	Scrappy	Vigorous
Organized	Seductive	Vintage
Outdoorsy	Self-sufficient	Warm
Outgoing	Sensible	Welcoming
Passionate	Serene	Whimsical
Patient	Serious	Wild
Peaceful	Sexy	Witty
Philosophical	Shabby	Worldly
Playful	Silly	Young
Poetic	Simple	Youthful
Posh	Sleek	Zen
Positive	Smart	



• VIRTUAL •

SHARE YOUR BRAND PERSONALITY WITH ME*

and I'll give you feedback
with actionable steps to improve your brand's image
according to it's personality for free!

You can send it by email at
info@todaivirtual.com

or as a DM on Instagram
[@todaivirtual](https://www.instagram.com/todaivirtual)

Melisa

*Don't forget to include your website or Insagram handle in the message.

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