

## BRAND PROFILER – WHAT ARE WE LIKE?

### AUTHORITY PROFILE: What role do you play to your customer/client? (Select only one)

Leader/Guide

Partner/Peer

Coordinator

Servant

### PERSONALITY PROFILE: What are your character traits and/or company culture?

(Select one for each pair)

Genuine	Showy	Street Smart	Book Smart
Approachable	Authoritative	Sincere	Entertaining/Joking
Casual	Professional	Extrovert	Introvert
Caring	Aggressive/Cut-throat	Humility	Appearance-based
Supportive/Helpful	Empowerment	Contemporary	Traditional
Energetic	Relaxed	Good enough	Perseverance
Not about money	Financial wealth	Sympathetic/Empathetic	Solutions Focused

### EMOTIONAL PROFILE: What feelings do you want to reflect? (Select one for each pair)

Discovery	Familiarity	Appreciation	Envy
Completion	Ongoing Refinement	Love	Indifference
Repentance	Innocence	Effort	Easy
Anxiousness	Security	Obligation	Freedom
Selfless	Internal Growth	Adventure	Routine
Gain	Loss	Independence	Adherence
Generosity	Accumulation	Intentional	Inspirational/ Random
Togetherness	Privacy		

**VALUE PROFILE: What connects on the heart level? (Select top three, highlight #1)**

Integrity	Openness/Transparency	Community/Society Conscious
Acceptance/Non-judgmental	Respect	Environmentally minded
Reliability/Commitment	Wealth	Sacrifice/Serving others
Trustworthy	Health	Success
Stability	Status	Loyalty
Faith	Tradition	Honesty/Truth

**PROFESSIONAL PROFILE: Professional Credibility (Select only one)**

Experienced/Expert	Intelligent/Quick study	Knowledgeable/Wise
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**What are your top professional attributes? (Select top three)**

Accuracy	Efficiency	Regularity
Cleanliness	Flexible/Adaptive	Responsiveness
Structure	Results-oriented	Safety
Hands-on	Utilitarian	Creative/Innovative
Decisive	Timeliness	Practical

**FUNCTIONAL PROFILE: Describe services/products – What do we do?**

**Product/service focus (Select one or two)**

Quality	Speed	Low Price/Cost
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**Unique Selling Proposition – What makes us special?**

**Benefits – Why use us?**

**Company Mission – What do we want to achieve?**