

# Brand Personality Worksheet to Define Your Brand's Essence

Initiate a profound exploration, unraveling the essence of your brand through an in-depth analysis of its culture, personality, values, buyer persona, and voice. Within this worksheet, find a valuable guide crafted to help define and refine the unique elements that elevate your brand to true exceptionality.

## Culture

e.g. Collaborative

## Personality

e.g. Innovative and approachable

## Value

e.g. Sustainability-driven excellence

## Buyer Persona

e.g. 30s, Female, Instagrammer, Curious new experience...

## Voice

e.g. Conversational authority



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