# Brand Words Foundation

**Desired Brand Vibe: List 3 and only 3 adjectives of how you would LIKE to be perceived.**

1.

2.

3.

**Brand words of how OTHERS currently perceive you: List top 3 only.**

1.

2.

3.

Notice is there are any major discrepancies. If your audience says “laid-back” and you feel you are really more sophisticated, then perhaps you need to work on show-casing more of that aspect of yourself in your visual branding. On the other hand, if you are trying to be more sophisticated and it’s not truly you, you should find more and more ways to express “laid-back” as that is how your audience recognizes you. Just remember casual and laid-back can still be represented in a polished way.

**What are my 3 brand words:**

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Once you have your 3 words, use those as a filter for everything you put out that is a representation of your brand.

**Am I showing up as my desired brand?**

What are your top 3 brand promises? For example, mine might be, attracting high-end clients, dramatically increasing brand ROI, up-leveling your brand presence on and off-line.

1.

2.

3.

**What is your industry?**

**What do you want to be perceived as in terms of how and your ability to get results?** For example, “I want to be perceived as a highly savvy numbers person capable of mapping out million dollar business plans for my clients who is also warm and approachable.”

**Does my current brand and image express this desired impression? How?**

**Where do I need to make adjustments?**

**What would be better representations of this image?**