

Yay! Thank you so much for choosing to download my Brand Personality Tip Checklist. Let's get you on the right path to attracting the right clients for your brand.

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In this checklist, I'm going to show you 5 simple tips to create a personality-infused brand that will help you attract your dream clients, craft your brand messaging and be effective in marketing to your ideal client.

## TIP 1

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### IDENTIFYING YOUR BRAND PERSONALITY

Brand personality is just like it sounds! Every brand has a personality. This simply means that you assign human traits or characteristics to your brand in order to stand out in a crowded market. You really need to think of your brand as if it is an actual person – what keywords would you use to associate with it? Brand personality really focuses on the emotional associations with your brand. In short, how does your brand make people feel?

## TIP 2

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### KNOW WHAT'S IMPORTANT -MAKE A CONNECTION

When you think of your brand as a person with a distinct personality, it becomes easier for consumers to connect with your brand on an emotional level. It also helps to differentiate you from your peers. If you don't clearly outline what you want your brand personality to be, you could end up with a mixture of personalities that could change all the time, and will be confusing for customers and make it harder for your brand to resonate with them.

Here are a few other reasons why having a distinct brand personality is important:

- **Forms relationships:** your brand's personality is what will make a client or customer choose your business over another one. Customers choose a brand with personality traits that they relate to, or that will lead to results they want to embody. Think of your favorite brand. Now come up with three or more words that describe the brand. Do they match with you and your needs?
- **Builds loyalty:** when you have a strong and consistent personality that you show up with regularly, you will **attract your ideal clients and customers**. People choose to do business with people – give your brand a consistent personality, and you'll begin to build a tribe.
- **Makes your brand relatable:** when your customers feel like you are speaking directly to them, they relate with you strongly and are more likely to buy from you. This comes from having a good understanding of your ideal client and their struggles and desires.
- **Sets the tone for your brand:** how people feel when they come into contact with your brand is a result of your brand personality. A strong brand will be consistent in how they make people feel during every brand touchpoint.

## TIP 3

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### **KNOW YOUR IDEAL CLIENT- WHO ARE YOU TALKING TOO**

One of the first steps in developing your brand's personality is relating it back to your customers, or who you want your ideal clients to be. Your brand's personality has to match their lifestyle, wants and needs. Consumers base their decision making on WHAT? WHY? HOW? questions. You need to be able to answer them.

1. What are their biggest stresses/challenges?
2. Why do they need help?
3. What do they want more than anything?
4. What is their big why?
5. Why do they need your product or service?
6. How will they benefit from your service?

## TIP 4

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### **BRAND PERSONALITY WORDS**

Now that you know what a brand personality is, why it's important, and you've given some thought to what your ideal customer wants and who they are, it's time to pick the top 3-5 personality words that resonate with you and your brand the most.

Take 1 full minute to write down as many words that fit. Then, refine the list further until you have picked your top 3-5. This will help guide you in your messaging every-time you want to connect with your audience.

## TIP 5

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### **BE CONSISTENT**

Now that you've determined your brand's personality, you need to ensure you are consistent in using it. Consistency is the number one secret to strong branding – when a brand changes track often, it is hard for customers to understand what your business stands for and truly resonate with it.

Remember, every touchpoint your customers have with your company will impact how your brand's personality is interpreted and perceived. This includes their initial interaction with your brand, to viewing your content, to their experience on your website. Be consistent across all areas, and you'll soon be attracting the ideal customers you're looking for.

My intent is to help you smoothly and effectively brand your business in a cohesive way. I hope these tips will further help you grasp the concept of attracting and pitching to your ideal audience.

For more brand tips and resources make sure to join the Branded Boss Social tribe [HERE!](#)