



WHAT DOES YOUR BRAND MEAN TO YOU?

Use this worksheet to help figure out the best words that describe you and your business.

Check off all the words that apply, and then go back and pick out the top 5 words that mean the most to you. These words are your brand value—to use when you think about your logo, mission statement, and other marketing materials.

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|--|--|--|
| <input type="checkbox"/> Accountable | <input type="checkbox"/> Focus | <input type="checkbox"/> Precise |
| <input type="checkbox"/> Accurate | <input type="checkbox"/> Friendly | <input type="checkbox"/> Pretty |
| <input type="checkbox"/> Adventurous | <input type="checkbox"/> Fun | <input type="checkbox"/> Professional |
| <input type="checkbox"/> Affable | <input type="checkbox"/> Generous | <input type="checkbox"/> Purposeful |
| <input type="checkbox"/> Affordable | <input type="checkbox"/> Graceful | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Aloof | <input type="checkbox"/> Happy | <input type="checkbox"/> Quick |
| <input type="checkbox"/> Ambitious | <input type="checkbox"/> Hard Working | <input type="checkbox"/> Relatableness |
| <input type="checkbox"/> Balanced | <input type="checkbox"/> Helpful | <input type="checkbox"/> Reliability |
| <input type="checkbox"/> Beautiful | <input type="checkbox"/> Honest | <input type="checkbox"/> Resourceful |
| <input type="checkbox"/> Belonging | <input type="checkbox"/> Humble | <input type="checkbox"/> Respectful |
| <input type="checkbox"/> Brave | <input type="checkbox"/> Humorous | <input type="checkbox"/> Responsible |
| <input type="checkbox"/> Calm | <input type="checkbox"/> Impactful | <input type="checkbox"/> Sassy |
| <input type="checkbox"/> Change | <input type="checkbox"/> Inclusive | <input type="checkbox"/> Selfless |
| <input type="checkbox"/> Cheerful | <input type="checkbox"/> Initiative | <input type="checkbox"/> Serious |
| <input type="checkbox"/> Classic | <input type="checkbox"/> Integrity | <input type="checkbox"/> Simple |
| <input type="checkbox"/> Comfortable | <input type="checkbox"/> Intelligent | <input type="checkbox"/> Sincere |
| <input type="checkbox"/> Compassionate | <input type="checkbox"/> Joyful | <input type="checkbox"/> Speed |
| <input type="checkbox"/> Consistent | <input type="checkbox"/> Kid-friendly | <input type="checkbox"/> Spontaneous |
| <input type="checkbox"/> Controlled | <input type="checkbox"/> Kind | <input type="checkbox"/> Stable |
| <input type="checkbox"/> Cool | <input type="checkbox"/> Knowledgeable | <input type="checkbox"/> Strong |
| <input type="checkbox"/> Courageous | <input type="checkbox"/> Leadership | <input type="checkbox"/> Structured |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Learning | <input type="checkbox"/> Successful |
| <input type="checkbox"/> Curious | <input type="checkbox"/> Longevity | <input type="checkbox"/> Surprising |
| <input type="checkbox"/> Daring | <input type="checkbox"/> Love | <input type="checkbox"/> Tactful |
| <input type="checkbox"/> Dependable | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Teamwork |
| <input type="checkbox"/> Disciplined | <input type="checkbox"/> Mature | <input type="checkbox"/> Timely |
| <input type="checkbox"/> Discrete | <input type="checkbox"/> Meaningful | <input type="checkbox"/> Tough |
| <input type="checkbox"/> Efficient | <input type="checkbox"/> Mindful | <input type="checkbox"/> Trustworthy |
| <input type="checkbox"/> Empathetic | <input type="checkbox"/> Modern | <input type="checkbox"/> Understanding |
| <input type="checkbox"/> Excited | <input type="checkbox"/> Motion | <input type="checkbox"/> Unexpected |
| <input type="checkbox"/> Exclusive | <input type="checkbox"/> New | <input type="checkbox"/> Varied |
| <input type="checkbox"/> Expensive | <input type="checkbox"/> Nice | <input type="checkbox"/> Warm |
| <input type="checkbox"/> Fair | <input type="checkbox"/> Open | <input type="checkbox"/> Wealth |
| <input type="checkbox"/> Familiar | <input type="checkbox"/> Passionate | <input type="checkbox"/> Welcoming |
| <input type="checkbox"/> Family-friendly | <input type="checkbox"/> Peaceful | <input type="checkbox"/> Whimsical |
| <input type="checkbox"/> Firm | <input type="checkbox"/> Playful | <input type="checkbox"/> Wisdom |
| <input type="checkbox"/> Flexible | <input type="checkbox"/> Positive | <input type="checkbox"/> Young |