

Your Brand Is Showing

A Practical Brand Persona & Bottom-Line Worksheet

Your Brand is not just your logo and color palette. It is definitely not the 47-page PDF someone handed you after you paid them a lot of money to tell you that your font has feelings. Your Brand is the experience people have when they encounter your business.

Your Brand Persona is the personality, energy, quirks, language, humor, and perspective that make your company recognizable. It should show up everywhere: in your marketing, sales process, customer experience, and in the way people representing your company communicate.

This worksheet helps you put your Brand to work to help people recognize you, remember you, trust you, choose you, and know what to expect when they do. It also serves as a reminder that your Brand isn't decoration; it ties directly to your bottom line.

PART 1

Your Expectation of the Customer Experience

This will become the benchmark for what you believe is happening in your company. Parts 2 - 9 will help you get clear on the reality of what the customer experiences.

What is your ideal Customer Journey?

What were they looking for when they found you?

What did they think they were paying for?

How would they describe their experience with the service or product?

Now finish these sentences:

They chose us because...

They came back, referred someone, or remembered us because...

If you can't answer those questions yet, that's useful information. You may be relying on your product or service to do all the branding work for you.

PART 2

Getting Ridiculously Specific

"Professional" is not a Brand Persona, neither is "friendly," "fun," "high-quality," or "authentic."
Those words aren't wrong, they're just so broad that they don't tell anyone what your business feels like.

When your company is performing at its absolute best, what are its characteristics?

Write the 3-5 most important characteristics (what makes you say “yep. That’s us.):

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

Let's make them more specific.

For instance, if you wrote "funny," what kind of funny (dry, witty, playful, irreverent, clever, goofy, punny)?

Get to the most ridiculously specific version of each of the five most important characteristics. Think about handing this list over to a random person and having them know exactly what to expect from interacting with your business from these 3-5 words or phrases.

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

Now finish these:

When someone interacts with my business at its best, I want them to feel:

I want them to describe us as:

I absolutely do NOT want them to experience us as:

Knowing what you are not is often just as useful as knowing what you are.

PART 3

Do you have a Brand Persona or a costume?

Your Brand Persona should be recognizable, intentional, and have pieces of you in it. Think of it like turning the volume up or down on who you are, not changing the radio station. The characteristics you choose are repeatable when hiring, but a costume will never feel genuine.

Look at the Brand Persona you've described above.

What is already true about you or your business?

What is aspirational?

Is there anything that makes you feel like you have to change who you are (change the radio station instead of the volume) in order to fulfill your Brand Persona?

There is nothing wrong with having an aspirational element to your brand, but you do need to be able to deliver the experience you're promising.

Are you willing and able to consistently deliver this Brand Persona? ☐ Yes ☐ No

Why?

If NO:

What needs to change?

We work through the Customer Journey and how to make decisions through the lens of your Brand in parts 4 - 9.
Get the full workbook at www.Ripplemark.consulting!