Personality Worksheet

**Client Name: Affinity Massage**

**Date: 2/23/2022**

**Step 0: Review your Audience Avatar Worksheet**

**What are your ideal client/customer’s desires?**

| **Relief from pain** |
| --- |
| **Relief from stress** |
| **Strong and healthy relationships** |
| **To be healthy and a force for good.** |

**What are your ideal customer’s fears?**

| **Loss of mobility/livelihood/energy** |
| --- |
| **Damaging relationships because they are stressed/overworked** |
| **Causing themselves health issues because they are overstressed** |
| **Being unloved and unappreciated** |

**What emotions are they experiencing before they work with you?**

| **Stress** |
| --- |
| **Exhaustion** |
|  |
|  |

**What emotions do they experience after they work with you?**

| **Relief** |
| --- |
| **Relaxation** |
|  |
|  |

**Step 1: Find Your Customer’s Archetype**

We’re going to write a story. In this story, your customer is the main character. The first thing to do is to determine who you are in relation to your customer. Good storytelling is all about patterns, and in most good storytelling, the characters can be easily divisioned into one of 12 basic archetypes. We need to find which archetype best fits your brand, and your customers.

Review this graphic developed by renowned brand strategist, Steve Houraghan: <https://ducimus.digital/wp-content/uploads/2020/11/BrandStrategy-Worksheet-9-ArchetypesFrameworkCheatSheet-1.pdf>

Which of these archetypes best aligns with your customers' values and desires?

|  |
| --- |

**Step 2: Find Your Brand’s Archetype**

What are your customers looking for in someone who can solve their current problem/situation for them?

1. A Guide
2. An Inspiration
3. A Leader
4. A Peer
5. A Defender

Which of these messages is most likely to appeal to your ideal customer?

1. I can guide you
2. You can be me
3. You can be great
4. We are the Same
5. I can protect you

## Caregiver Archetype

**Step 3: Describe Your Brand’s Voice**

Will your brand be more formal or casual?  
On a scale from 1 to 10 (1 being very casual like Dr. Squatch and 10 being very formal like Rolls Royce) how would you like your brand to look, sound, and feel?

| 6 |
| --- |

Will your brand be more straightforward or tactful?

| 7 |
| --- |

Will your brand be more gritty and rough or articulate and refined?

| 8 |
| --- |

Will your brand be more aloof or seductive?

| 5 |
| --- |