

Defining Your Brand Avatar:

Here's the deal...

Give yourself a 1 if it's not like you at all – nowhere near you!

Give yourself a 3 if it could go either way. – some days it is and some it isn't.

Give yourself a 5 if it is EXACTLY you!

The important thing is to sit with each sentence and try to go deep.

Here we go....

NOT me at all

TOTALLY me



Motivation: Stability

Character A

I often feel inspired and have an active imagination. _____

I believe form and function go hand in hand. _____

I do not like to compromise my standards. _____

My product/service helps clients express themselves in a creative way. _____

I am willing to work at something for a long time to create a really worthwhile piece of work.

TOTAL for Character A _____

Character B

Creating a feeling of family or community is important to me. _____

I value giving to others. _____

Kindness, caring, and compassion are key values for me. _____

My product/service provides comfort or security for my clients. _____

I find it hard to say no to clients. _____

TOTAL for Character B _____

Character C

It's important to seek the truth. _____

I believe that knowledge and wisdom are important. _____

I like to make people think. _____

My product/service helps people investigate different view points. _____

I respect objectivity. _____

TOTAL for Character C _____

Motivation: Mastery

Character D

I prefer special experiences, where everything is taken care of, than the DIY approach to everything. _____

I love the idea of transforming something. _____

Spirituality is a vital connection for me in my work and life. _____

I love to reframe a situation or offer a new perspective. _____

I believe in synchronicity, even destiny. _____

TOTAL for Character D _____

Character E

I believe rules are meant to be broken. _____

I often feel isolated from other people. _____

I would rather do something my own way than be popular. _____

My product or service stands for something radically different, instead of blending in.

My product/service helps people get rebellious. _____

TOTAL for Character E _____

Character F

I like feeling victorious. _____

I value hard work and perseverance. _____

Overcoming challenges is motivating for me. _____

I believe in standing up for the underdog. _____

Anything can be accomplished with discipline and focus. _____

TOTAL for Character F _____

Motivation: Belonging

Character G

I believe in fairness and equality. _____

People's rights are important to me. _____

My friends are a very important part of my life. _____

I value creating connection in my community. _____

I would much rather work together than alone. _____

TOTAL for Character G _____

Character H

I believe people need to lighten up. _____

I often like to change things up. _____

I like to help people have a good time. _____

I laugh at the idea of following rules – people take themselves way to seriously with that stuff.

I value creativity and innovation. _____

TOTAL for Character H _____

Character I

I have a taste for quality, and I like appealing to that taste in others as well. _____

Creating intimate client and colleague relationships is important to me. _____

I see my clients as people to be loved or feel close to. _____

I value working with people on a heart-to-heart level. _____

I enjoy helping people feel special and appreciated. _____

TOTAL for Character I _____

Motivation: Independence

Character J

I value being in control. _____

Systems and structure are important for getting things done. _____

My service/product helps clients feel powerful or in charge. _____

My product/service is seen as a step above the competition. _____

I value doing the right thing, even if it's not popular. _____

TOTAL for Character J _____

Character K

I value self discovery. _____

My product/service helps people find their way to learn more about themselves. _____

Individuality, choice, and uniqueness are key values for me. _____

I love exploring new possibilities. _____

I tend to be a loner and prefer not to be part of a group for any length of time. _____
TOTAL for Character K _____

Character L

I believe in happy endings. _____

My product/service is good for you. _____

I like things to be simple, cheerful, or upbeat. _____

My product/service create a feeling of safety and predictability. _____

Freshness, cleanliness, or wholesomeness are important to me. _____

TOTAL for Character L _____

Character Key:

Now check your character totals, to find your dominant story.

Motivation: Stability

Character A – Creator _____

Character B – Caretaker _____

Character C – Sage _____

Motivation: Mastery

Character D – Alchemist _____

Character E – Outlaw _____

Character F – Hero _____

Motivation: Belonging

Character G – Every Woman _____

Character H – Jester _____

Character I – Lover _____

Motivation: Independence

Character J – Ruler _____

Character K – Explorer _____

Character L – Innocent _____

NOTE: If you have more than two with the same number, re-take the assessment (for the ones that tied) and review each question carefully.

Or, in the event of a two-way tie, go back and read up on both personas and see which resonates most with your soul and your brand.

Which archetype has the most points? This is your dominant archetype.

Who is next? These are your supporting archetypes {the ones that had the next highest points}. Make sure to check out Kaye Putnam to learn more about your brand archetype!

I hope you enjoyed this activity!