Personality Worksheet

**Client Name: Dinoland Photography**

**Date:**

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

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

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| --- |
| **The perfect family photo to hang on their wall and remember how beautiful their family is** |
| **Going to a family photoshoot where everyone is laughing and having fun** |
| **Having a session where everyone understands and values the importance of photos** |
|  |

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

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| **Weather being windy or rainy** |
| **Family being grumpy and ruining the pictures** |
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|  |

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

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| **Stress over family actually smiling for pictures, what colors to where, where to go and what time to start the session.** |
| **Nervous that the pictures wont turn out** |
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**What emotions do they experience after they work with you?**

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| **Excitement to see the finished product!** |
| **Happy that they got some amazing updated photos** |
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**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?

|  |
| --- |
| The innocent saftey |

**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 yes
2. An Inspiration
3. A Leader yes
4. A Peer
5. A Defender

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

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

Step 3: Describe Your Brand’s Voice

Will your brand be more formal or casual?

|  |
| --- |
| Formal |

Will your brand be more straightforward or tactful?

|  |
| --- |
| straightforward |

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

|  |
| --- |
| Articulate and refined |

Will your brand be more aloof or seductive?

|  |
| --- |
| aloof |