Personality Worksheet

**Client Name:**

**Date:**

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

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

| **Healthy Oral Hygiene** |
| --- |
| **To be able to trust their dentist/hygienist** |
|  |
|  |

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

| **They will not get good quality care** |
| --- |
| **Fear that the end product will not turn out how they envisioned** |
| **Afraid they won’t be able to afford it.** |
| **Afraid they are getting taken advantage of.** |

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

| **Our personalities will not match with theirs** |
| --- |
| **Our prices are not affordable** |
| **Embarrassed.** |
| **Distrustful** |

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

| **They realize we make them feel comfortable** |
| --- |
| **We have affordable prices** |
| **They can call us 24/7 with any issue to be resolved sooner than they thought** |
| **That they have someone they can trust and has their best interest in mind.** |
| **That they will be treated like a real, intelligent person.** |
| **Confidence in the new knowledge they have to take care of their own dental health.** |

**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? caregiver

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

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

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

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

Will your brand be more formal or casual?

| formal |
| --- |

Will your brand be more Direct or indirect?

| Straightforward - Direct |
| --- |

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

| Refined |
| --- |

Will your brand be more aloof or seductive?

| Aloof |
| --- |