Personality Worksheet

**Client Name:**

**Date:**

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

**Above all else, we want to convey compassion and love for these families. We want to be a part of these families. We want to be sensitive of the extensive suffering of these families.**

**Never use the disability as a noun.**

**Goofy from disney. Good with kids and ridiculous. Match the kids energy. Kid-like but professional. Happy. Goofy is adaptable and rolls with the punches.**

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

| Helping their child become independent. |
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| To see their child grow into their full & unique potential. |
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|  |

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

| Their child will never be independent. |
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| They worry about their child being accepted by both adults and other children. |
| “Is my child making friends?” |
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**What emotions are they experiencing before they work with you?**

| **Uncertainty** |
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| **Overwhelm** |
| **Frustrated because they don’t know how to care for their child** |
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**What emotions do they experience after they work with you?**

| **Astonished because their kids are happy, having fun, learning new skills/behaviors.** |
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| **The kids - This is their Disney** |
| **Relief/Hope - Light at the end of the tunnel, a path forward, etc** |
| **Accepting of their child and their unique behaviors/capabilities** |
| **Confidence - They finally have a plan and are confident they know how to proceed.** |

**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?

| Everyman - They seek belonging |
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**Step 2: Find Your Brand’s Archetype**

**Jester/Caregiver**

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

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

Will your brand be more formal or casual?

| Casual but professional. |
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Will your brand be more straightforward or tactful?

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

| Goofy/Disney. |
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Will your brand be more aloof or seductive?

| Aloof. |
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