

# DISCOVER YOUR PERSONAL BRAND PERSONALITY



Understanding your personal brand personality can help you connect more authentically with your audience and build a brand that truly reflects You! This questionnaire will help you reflect on your own style and approach to business and help guide you in discovering which one resonates with you most.

## How do you approach challenges in your business?

- A. I look for big ideas and new possibilities.
- B. I focus on connecting with others and understanding their needs.
- C. I lean on my experience to offer solid advice.
- D. I think creatively and outside the box for solutions.
- E. I engage with others, sharing my journey and experiences.
- F. I find practical, step-by-step solutions to solve problems.

## How do people describe your brand?

- A. Visionary and inspiring.
- B. Caring and supportive.
- C. Knowledgeable and trusted.
- D. Creative and unique.
- E. Relatable and approachable.
- F. Efficient and reliable.

## What excites you most about your business?

- A. Creating new and groundbreaking ideas.
- B. Helping others and making a personal impact.
- C. Sharing your expertise and offering solutions.
- D. Expressing your creativity and being different.
- E. Building connections and growing a community.
- F. Solving problems and improving processes.

## What's your ideal customer experience?

- A. An inspiring journey full of possibilities.
- B. A warm, caring, and personal relationship.
- C. An informative, expert-driven interaction.
- D. A unique, creative experience.
- E. A friendly, supportive exchange where we learn together.
- F. A smooth, solution-focused experience.

## The 6 Personal Branding Personality Types - Which one do you relate to most?

### A. The Visionary Leader

You are an innovator with big ideas and a bold vision for the future. People are drawn to your energy and forward-thinking mindset.

*Key Traits: Ambitious, Motivational, Inspirational.*

### B. The Nurturer

You're approachable, caring, and genuinely focused on helping others. You inspire trust through personal connections and empathy.

*Key Traits: Compassionate, Supportive, Empathetic.*

### C. The Expert

You are knowledgeable, experienced, and the go-to authority in your field. People come to you for advice and guidance.

*Key Traits: Confident, Insightful, Trusted.*

### D. The Creative Genius

You're a free spirit with a flair for originality. Your brand is unique, artistic, and all about standing out with creativity.

*Key Traits: Innovative, Bold, Out-of-the-box.*

### E. The Relatable Influencer

You connect easily with others, offering advice, sharing stories, and building a community around your brand. People feel like they "know" you.

*Key Traits: Friendly, Authentic, Engaging.*

### F. The Problem Solver

You are a results-driven, practical person who loves to fix problems and simplify processes. Your brand is all about efficiency and making things easier for others.

*Key Traits: Practical, Solution-oriented, Dependable.*

**Knowledge is power, fuel your brand's growth.**

wowstudios.com.au • 02 9000 2240 • info@wowstudios.com.au