Website Goals and Brand Personality Guide

Website Goals Examples:

- generate leads

- advertise opportunities to partner with

- job opportunities

- email signups

- show corporate offering

- upgrade to paid version

- open communication with customers and partners

- sell products

- inform about the company's news and updates on services provided

- give overview of business

- attract viewers/readers/visitors

- advertise either your own or hosting adverts for revenue

- entertainment

- internal/external training

- reinforce your brand

- increase revenue

Brand Personality

Think of your brand as an actual person, how would you describe this person? How do you want your customers or viewers to think of this person? How would you put into words how you wanted them to feel?

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Brand Personalities Examples:

Bold	Quiet	Calm	Energetic
Helpful	Strong	Luxurious	Serious
Serious	Whimsical	Mysterious	Caring
Adventurous	Masculine	Elegant	Light-hearted
Imaginative	Feminine	Warm	Rational
Neat	Cooperative	Healthy	Witty
Youthful	Edgy	Glamorous	Altruistic
Dependable	Conservative	Old-Fashion	Tough
Friendly	Innovative	Sweet	Rugged
Authoritative	Mature	Cosmopolitan	Leader
Quirky	Stoic	Humble	Liberal
Intellectual	Spiritual	Real	Rebellious
Clever	Outdoorsy	Original	Trendy
Feisty	Down-to-Earth	Unique	Contemporary
Hardworking	Technical	Up-to-Date	Cheerful

Helpful Questions:

- Why does your company exist?

- Why should people listen to you?

- Why should your customers trust you over your competitors?

- What do you believe that all your competitors disagree with?

- What values do you hold so strongly, you'd be willing to lose money rather than violate them?

Ask your client to fill in the blanks:

When people interact with my content, products, and services, I want them to feel _____.

When I talk to my ideal people, I want my tone of voice to be _____.

When people see something from my brand they think it is _____.

When thinking about my brand, I don't want people to feel _____, or _____.

If my brand was a person, they would be described as_____, and _____.