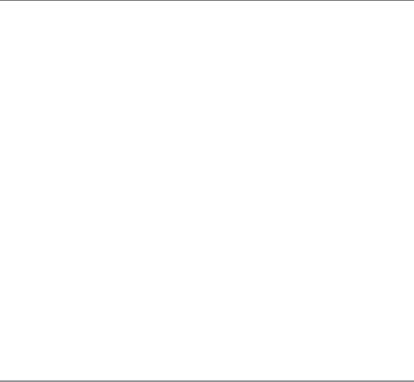


# Persona: Your Brand

1

Name: Birth Date: Birth City: Profile photo:



2

**My personality**  
What are some of my traits?  
What are some of my drawbacks?

3

**My interests**  
What is my favourite music, book,  
film? What are my hobbies?

4

**My skills**  
What am I good at?

5

**My goal**  
What do I want to achieve?  
What is my biggest aim?

6 **What are your archetypes?**

Dominant - "brand values"

Intrinsic - "brand identity"

Intuitive - "backs you up"