

Identify Your Brand

DEFINE YOURSELF WORKSHEET

Name:

Date:

Below are 234 traits that can help you begin your journey to identifying your brand. Circle the top 10 that define the best version of you and narrow it down to your TOP 3. Don't limit yourself to this list - create your own power words.

Accessible	Companionly	Efficient	Hearty
Active	Compassionate	Elegant	Helpful
Adaptable	Conciliatory	Eloquent	Herioc
Admirable	Confident	Empathetic	High-minded
Adventurous	Conscientious	Energetic	Honest
Agreeable	Considerate	Enthusiastic	Honorable
Alert	Constant	Esthetic	Humble
Allocentric	Contemplative	Exciting	Humorous
Amiable	Cooperative	Extraordinary	Idealistic
Anticipative	Courageous	Fair	Imaginative
Appreciative	Courteous	Faithful	Impressive
Articulate	Creative	Farsighted	Incisive
Aspiring	Cultured	Felicitic	Incorruptible
Athletic	Curious	Firm	Independent
Attractive	Daring	Flexible	Individualistic
Authentic	Debonair	Focused	Innovative
Balanced	Decent	Foreful	Inoffensive
Benevolent	Decisive	Forgiving	Insightful
Brilliant	Dedicated	Forthright	Insouciant
Calm	Deep	Freethinking	Intelligent
Capable	Dignified	Friendly	Intuitive
Captivating	Directed	Fun-loving	Invulnerable
Caring	Disciplined	Gallant	Kind
Challenging	Discreet	Generous	Knowledge
Charismatic	Dramatic	Gentle	Leaderly
Charming	Dutiful	Genuine	Leisurely
Cheerful	Dynamic	Good-natured	Liberal
Clean	Earnest	Gracious	Logical
Clear-headed	Ebullient	Hardworking	Lovable
Clever	Educated	Healthy	Loyal

THE_IMPOSSIBLE_JOURNEY

Lyrical	Relaxed	Tasteful
Magnanimous	Reliable	Teacherly
Many-sided	Resourceful	Thorough
Masculine	Respectful	Tidy
(Manly)	Responsible	Tolerant
Mature	Responsive	Tractable
Methodical	Reverential	Trusting
Meticulous	Romantic	Uncomplaining
Moderate	Rustic	Understanding
Modest	Sage	Undogmatic
Multi-leveled	Sane	Unfoolable
Neat	Scholarly	Upright
Nonauthoritarian	Scrupulous	Urbane
Objective	Secure	Venturesome
Observant	Selfless	Vivacious
Open	Self-critical	Warm
Optimistic	Self-defacing	Well-bred
Orderly	Self-denying	Well-read
Organized	Self-reliant	Well-rounded
Original	Self-sufficient	Winning
Painstaking	Sensitive	Wise
Passionate	Sentimental	Witty
Patient	Seraphic	Youthful
Patriotic	Serious	
Peaceful	Sexy	
Perceptive	Sharing	
Perfectionist	Shrewd	
Personable	Simple	
Persuasive	Skillful	
Planful	Sober	
Playful	Sociable	
Polished	Solid	
Popular	Sophisticated	
Powerful	Spontaneous	
Practical	Sporting	
Precise	Stable	
Principled	Steadfast	
Profound	Steady	
Protean	Stoic	
Protective	Strong	
Providential	Studious	
Prudent	Suave	
Punctual	Subtle	
Purposeful	Sweet	
Rational	Sympathetic	
Realistic	Systematic	
Reflective		

