

your brand personality quiz

What is your branding + messaging saying about your business?

Does your business name and tagline identify what you do?

yes no

What phrases or sayings do you use often when describing your business to a stranger?

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On your home page, can a potential client purchase or book with you with one click?

yes no

Name + identify your ideal buying persona:

(i.e. Millennial Mom Mina, Tractor Chuck, Corporate Karl, Yogi Beth)

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Where does that ideal buyer hang out online and in real life?

(i.e. farmer's markets, Facebook, elementary schools & events, Substack)

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Do your social media accounts:

- | | | |
|---|---|---|
| display a Guess Who of names/handles | ↔ | all handles + domain are the same |
| play Where's Waldo in your bio | ↔ | name/bio states where in the world you are |
| scream BUY MY PRODUCT | ↔ | state your offer with added value trickled in |
| display professional graphic templates + pics | ↔ | use Comic Sans and clip art |
| post planned & batched content on topics | ↔ | post wherever the wind takes us |
| utilize pinned and featured posts | ↔ | a pinned what?? |