



WHAT'S IN A NAME?

WHO IS YOUR IDEAL CLIENT?

GIVE THEM A NAME: _____

DESCRIBE THEM

FAVORITE STORES

WORDS/PHRASES

YOUR LOCATION

DESCRIBE WHAT YOU DO

DESCRIPTOR WORD BANK

Adorable	Cultured	Frisky	Kind	Original	Rustic
Adoring	Curious	Fun	Knowledge	Passionate	Sensitive
Adventure	Cutting Edge	Funny	Leader	Patient	Sentimental
Animated	Daring	Fussy	Learning	Patriotic	Serious
Artsy	Dedicated	Generous	Liberal	Peaceful	Shy
Authentic	Detailed/s	Gentle	Light	Perfectionist	Silly
Balanced	Devoted	Genuine	Lively	Pin Up	Simple/Simply
Bashful	Dignified	Glamorous	Logical	Playful	Smart
Beautiful	Distinctive	Graceful	Loud	Polished	Sociable
Bold	Dramatic	Gracious	Lovely	Popular	Soft
Brave	Dreamy	Green	Loving	Posh	Soothing
Bright	Dynamic	Happy	Loyal	Positive	Sophisticated
Brilliant	Earthy	Healthy	Luxury/ious	Practical	Sparkle/ling
Bubbly	Educated	Helpful	Mature	Pretty	Specialist
Calm	Elegant	Heroic	Mellow	Private	Spirit/ed
Caring	Eloquent	High End	Modern	Professional	Strong
Casual	Exciting	Historic	Mythical	Proud	Stylish
Charming	Expert	Honest	Nature/al	Punctual	Suave
Cheerful	Fair	Honorable	Neat	Pure	Sweet
Clever	Faithful	Hope/ful	Nostalgic	Quality	Tender
Community	Fierc	Humorous	Nature/ing	Quiet	Timeless
Compassion	Flexible	Imagination	Open	Rebel/lious	Vivacious
Competitive	Formal	Impressive	Optimistic	Relaxed	Warm
Creative	Friendly	Intelligent	Opulent	Reliable	Wise

