

ADD EMOTION TO YOUR MESSAGE



INSTRUCTIONS:

(1) From the list below a **CIRCLE** around where your Brand is **TODAY**.

(2) From the list below a **SQUARE** around where your Brand to **BE**.

(3) In the top row, put the **S.T.U.F.F.** to see the emotions that best match your Brand.

INNOVATIVE	NOSTALGIC	BRAVE	EXCITING	CALMING
AMBITIOUS	GENEROUS	EXTREME	FRIENDLY	COMPETENT
NEW	INSPIRING	EAGER	HAPPY	CAREFUL
DYNAMIC	RELATABLE	OUTSIDE-THE-BOX	EASY	FAITHFUL
COOL	GENTLE	ADAPTABLE	AMUSED	HONEST
ORIGINAL	CALM	ADVENTUROUS	EFFORTLESS	CONTROL
SLEEK	MEANINGFUL	ARTISTIC	AGREEABLE	UPRIGHT
BEAUTIFUL	DEEP	BOLD	COMFORTABLE	ACCURATE
DESIRED	ADORABLE	BOUNDLESS	CHEERFUL	ASSURANCE
ALLURING	APPRECIATIVE	BRAVE	CHARMING	PRECISE
ATTRACTIVE	UPLIFTING	BROAD-MINDED	CONTRARY	CAUTIOUS
CONFIDENT	CARING	CRAZY	PLAYFUL	CONSERVATIVE
COMPOSED	CONSIDERATE	CAREFREE	KNOWING	SECURE
DASHING	DEVOTED	UNIQUE	EXUBERANT	CONFIDENCE
DAZZLING	HEARTENING	CREATIVE	ANIMATED	CONTENTMENT
ENCHANTING	ENCOURAGING	UNEXPECTED	FUN	DISCREET
GORGEOUS	EARNEST	CONSCIENTIOUS	ENTHUSIASTIC	SURE
NEXT-GEN	EMOTIONAL	HIGH-FLIER	ENERGETIC	TRUST
MAGNIFICENT	EMPATHETIC	CLEVER	ACTIVE	RELIABLE
VIVACIOUS	HOSPITABLE	ADAPTABLE	KNOWING	TRUSTWORTHY
PERFECT	THANKFUL	FEARLESS	ENGAGED	CLEAR
GLAMOROUS	SINCERE	MYSTERIOUS	WITTY	PRECISE
ELEGANT	HELPFUL	WISE	AMUSED	HELPFUL