

A top-down view of a desk with a spiral notebook, pencils, sunglasses, and a pair of shoes. The notebook is open, showing a blank page. Three pencils are lying horizontally to the left of the notebook. A pair of black sunglasses is on the left side. A pair of white sneakers is on the right side. The background is a light-colored, textured surface.

The 5  
**BRAND**  
**PERSONALITY**  
Types

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## ABOUT THIS GUIDE

Branding can be a tough cookie. One way to help figure out your own branding is to use the 5 brand personality types, which was created by Jennifer Aaker in the 1997. It drills down your brand personality to one main personality and one potential sub personality. Once you know which you are, that makes it easier to figure out content for your blog, what to post on social media, your brand voice, copywriting on your sales pages, and more. Helpful indeed!

This guide will review the 5 brand personality types. If you're up for reading research papers, you can read the original paper Aaker wrote [HERE](#).

Rock on, book dragons!

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## Brand Personality #1:

# SINCERITY

*honest | genuine | cheerful*

When your brand personality is SINCERITY, this means you're seen as:

- likable
- approachable
- authentic
- sweet
- funny
- goofy
- honorable
- down-to-earth
- open

You may not display ALL of these traits, but if you show more of them than others, your brand personality type is SINCERITY.

I actually didn't realize when I was getting this writing thing going that this is my main brand personality for it! It's not for my day job, oddly enough. Think of companies like Campbell's Soup and Dove for this type.

This is a personality type that works for writers since, as we build our author platform, we have to be open and authentic. So, don't be surprised if this is your main type too, especially if you write:

- young adult
- new adult
- children's books
- fantasy.



## Brand Personality #2:

# COMPETENCE

*reliable | intelligent | expert*

When your brand personality is COMPETENCE, this means you're seen as:

- dependable
- successful
- responsible
- trustworthy
- confident
- accomplished
- influential
- a leader
- efficient

You may not display ALL of these traits, but if you show more of them than others, your brand personality type is COMPETENCE.

Competence is the main brand personality for my day job (established and trusted). Think of companies like UPS and Microsoft.

This personality type can work for a writer if you want to be seen as a real professional (a writer's writer). If you've got a fancy writing degree from a fancy university and worked with accomplished writers, you may pull this one off!

This type may fit best if you write:

- nonfiction
- biographies & memoirs
- contemporary or historical fiction
- literary fiction or criticism

# Brand Personality #3: SOPHISTICATION

*glamorous | charming | romantic*

When your brand personality is SOPHISTICATION, this means you're seen as:

- fancy
- elegant
- prestigious
- classy
- luxurious
- upper class
- refined
- poised
- feminine

You may not display ALL of these traits, but if you show more of them than others, your brand personality type is SOPHISTICATION.

This type fits brands like Chanel, Tiffanys, and Mercedes. Upper crust, dahling  
\* sips wine, plays with pearls\*

For a writer, this personality type has to be used carefully because if you're *\*too\** fancy, that may turn off most readers. It can work well though for female writers focusing on a female audience.

This type may fit best if you write:

- romance
- women's fiction
- poetry
- drama & plays



## Brand Personality #4:

# EXCITEMENT

*daring | imaginative | modern*

When your brand personality is **EXCITEMENT**, this means you're seen as:

- energetic
- bold
- carefree
- spirited
- youthful
- cool
- unique
- rebellious
- innovative

You may not display ALL of these traits, but if you show more of them than others, your brand personality type is **EXCITEMENT**.

Excitement is the big, bold brand. Think of Nike, Tik Tok, and almost any social media platform. This brand type also skews younger.

If you're a young writer, this is likely going to be your main or sub type. Play into your youth with it! If you want to attract a younger audience, this can be a type you want to use too.

This type may fit best if you write:

- young adult
- action & adventure
- thrillers & horror
- humor & satire

# Brand Personality #5: **RUGGEDNESS**

*tough | strong | outdoorsy*

When your brand personality is RUGGEDNESS, this means you're seen as:

- rough
- athletic
- hard-working
- high-quality
- powerful
- adventurous
- sporty
- masculine

You may not display ALL of these traits, but if you show more of them than others, your brand personality type is RUGGEDNESS.

JEEP, L.L. Bean, and Brawny fall under the ruggedness brand personality. Anything seen as outdoorsy, tough, or inherently masculine tends to fall under this type.

Not a lot of writers will use this type, so it's more likely to be a potential sub type depending on your target audience and what you're writing.

This type may fit if you write:

- action & adventure
- mysteries
- some nonfiction like sports, outdoors, health, fitness, or travel

(and again, more likely to be your sub type than your main type)

## Next Steps:

Congrats! Hopefully you have some idea of what your main and sub brand personality types are, and can get focused on your branding. Huzzah!

If you didn't already, make sure to go back to the Resource Library and download everything!

[LIBRARY >](#)

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