ANIMUS

Your brand is not a topic. It is a fingerprint. This worksheet helps you identify your natural strengths and combine them into a positioning statement you can actually use.

THE BRAND DNA WORKSHEET

THE STRANDS:

Twelve natural strengths. Rate how strongly each one shows up in the way you work and communicate.

OPERATOR	BUILDER	TEACHER	SELLER	CREATOR	STRATEGIST	CONNECTOR	PROVOCATEUR	MENTOR	TECHNOLOGIST	STORYTELLER	ADVOCATE
Systems-first Process-driven Efficiency	Makes things Ships fast Hands dirty	Explains well Patient Frameworks	Persuasion Close deals Energy	Visual eye Original Aesthetic	Big picture Positioning Patterns	Relationships Community Trust	Challenges Contrarian Blunt	Guides others Experience Wisdom	Tools-first Early adopter Automation	Narrative Emotion Arc	Mission Values-led Purpose
○	○	○	○	○	○	○	○	○	○	○	○
SCORE 1 TO 10											
Hormozi Bezos	Musk Jobs	Kiyosaki Ramsey	Cardone Hopkins	Virgil Rams	Bet-David Porter	GaryVee Ferrazzi	Naval Taleb	Robbins Jocko	Altman Lenny R.	Don Miller Seth Godin	Simon Sinek Patagonia

THE SEQUENCE:

STEP 01

IDENTIFY

Read each strand above. Circle the ones that feel like you, not the ones you want to be. The ones you already are.

STEP 02

RANK

Score each strand 1 to 10 in the score row. Be honest. Your strongest strands are the ones people already see in you.

PRIMARY

SECONDARY

WILDCARD

STEP 03

COMBINE

Take your top three scores and assign them:

PRIMARY
Your dominant mode. What you lead with every day.

SECONDARY
Your depth. The thing that gives you range.

WILDCARD
Your edge. What people do not see coming.

YOUR DNA

YOUR BRAND STATEMENT

I am a/n _____

who leads with _____

with the edge of a/n _____

This is your filter. Before you publish anything, ask whether it sounds like this person. If not, rewrite it.