




HOW TO DISCOVER

Your key vocab



(an excerpt from Personal Branding for Creatives)



By Dusti Arab



KEY VOCAB - INTRO



How To Use This Worksheet

The thing that makes me different from other writers is my (seemingly uncanny) way of becoming someone else. I can get into the mindset and voice of someone else like nobody's business and bring it out on the page. (I blame my acting background.)

But guess what? It's no accident. This exercise that helps you identify your key vocabulary is one of my favorite ways of getting to know a client so I can sound just like them.

Take a little time on this exercise. Go through it on different days. Get your best down and your worst. We're going for honesty and authenticity here.

Relax. You already know what your key language is - you use it. If you really get stuck, have a friend ask you these questions, and record what you say. (Or give me a call.)

You've got this. Once you nail your voice, you've found oh-so-much more.

xo

Dusti



KEY VOCAB SHEET



When I love something, it's:

When I like something, it's:

When I hate something, it's:

When I don't like something, it's:

The way I'd love to be described is:

Words that have power for me:

Words I love the sound of:

Words I love to say:

How I'd describe my language:

How I'd like to expand on my language:

When I'm so alive and happy I could burst, I'm:

When I work with a client, I want them to leave feeling:

When I finish a project, I want to feel:



Still need help?

No problem. Get your brand sheet reviewed and edited by **yours truly**.

1. Fill out this brand style sheet to the best of your ability.
2. **Purchase your branding session here.**
3. I'll email you to get scheduled.
4. We'll have a branding session where I'll interview you, then make your brand sheet dazzle.
5. You have an incredibly well-crafted brand.

Sound amazing? Get in on it **now**.



Yes please.