# *Teri Hutcheon Email Marketing Course: LESSON 3*

**What is your brand?**

**List 10 words to describe your brand.** *Examples: optimistic, trustworthy, energetic, thoughtful, honest, real, realistic, subtle, poised, offbeat, sarcastic, carefree, etc.*

**Now narrow it down to just 5.**

**Now just 3.**

Ta-da! There’s your brand and brand personality.

**Checkpoint! Write down what phrases you use a lot. Terms of endearment? Typical responses on social media or in text messsages?**

Do those align with what your listed as your brand personality? This will help you realize if you created a brand you *want* to be vs. what you really are.