



# Creating Your Character Diamond #3



List all the services you provide for your customers:

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Group them by similarity:

**Group A:**

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**Group B:**

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**Group C:**

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**Group E:**

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**Group D:**

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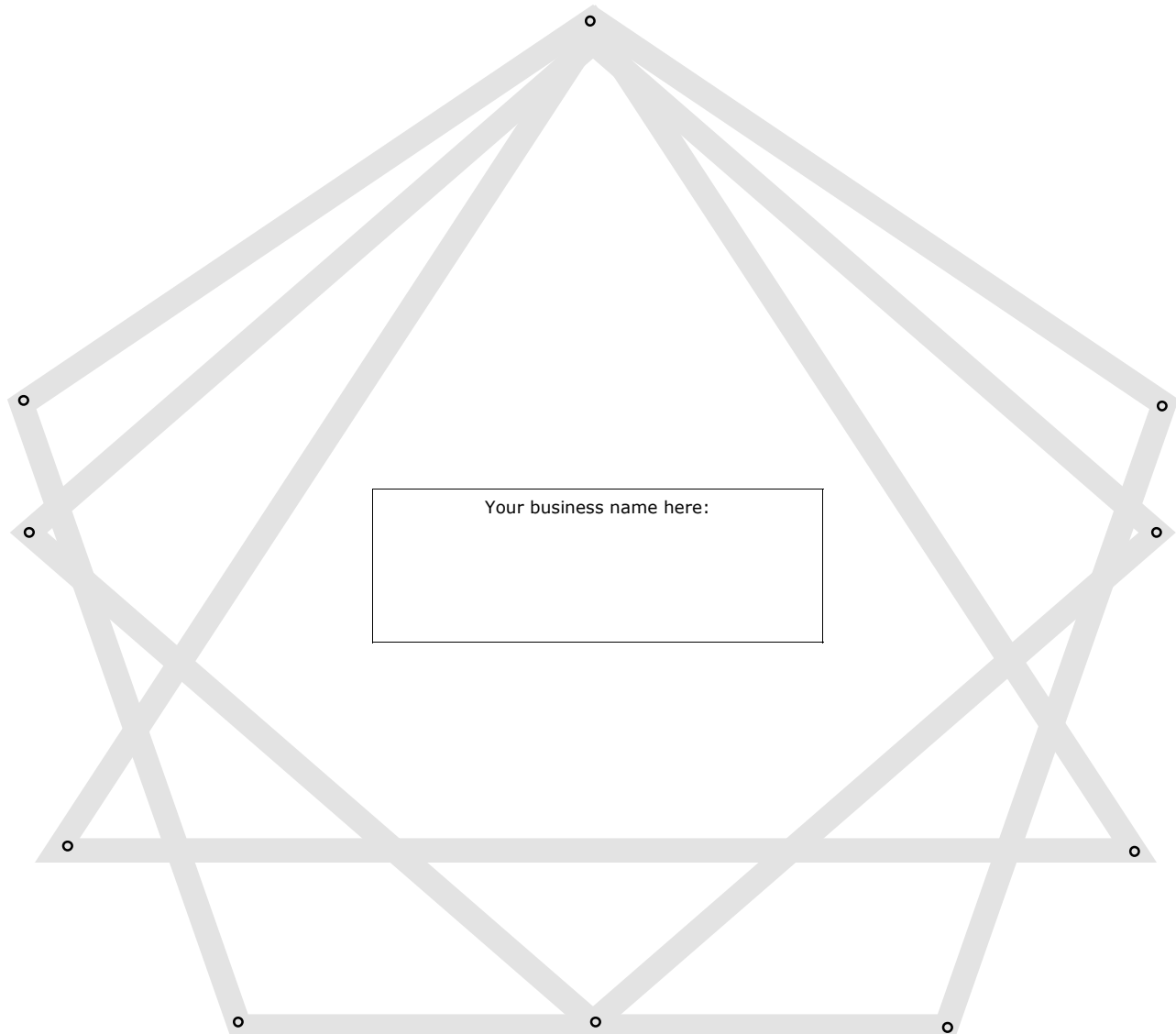
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Label each **Group** with the common **Trait** that holds them together to get the traits of your **Character Diamond**.

# Creating Your Character Diamond

Choose the shape that matches the number of traits you have identified.  
Label the points of your "diamond" and darken the bars that connect each point.



## Congratulations!

You now have a starting point for bringing all of your business in alignment into a Brand that will resonate strongly with customers.

# Creating Your Character Diamond—Traits List

active	cowardly	fortunate	insolent	precise	strange
adventurous	crafty	frank	intelligent	proud	strict
affable	critical	friendly	intrepid	punctilious	stubborn
affected	cross	frustrated	jealous	puzzled	studious
affectionate	cruel	funny	joyful	quarrelsome	stupid
afraid	cultured	garrulous	keen	quick	suave
ambitious	curious	generous	lackadaisical	quiet	sullen
amiable	dangerous	gentle	languid	quixotic	supercilious
angry	daring	giddy	lazy	rambunctious	superstitious
animated	dauntless	giving	lively	rash	surly
annoyed	decisive	glamorous	logical	rational	suspicious
anxious	dependable	gloomy	lonely	refined	sweet
argumentative	determined	glum	loquacious	reliable	taciturn
arrogant	diligent	grateful	loving	relieved	tactful
astonished	discouraged	greedy	loyal	religious	talented
attentive	discreet	gregarious	lucky	respectful	talkative
babyish	dishonest	grouchy	malicious	responsible	tasteful
bewildered	dismayed	grumpy	mature	responsive	tenacious
blasé	disparaging	gullible	mean	restless	tense
boorish	disrespectful	happy	meticulous	retiring	terrified
bored	dissatisfied	hardy	mischievous	risk-taking	thankful
bossy	distressed	harried	moody	rowdy	thoughtful
brave	domineering	harsh	mysterious	rude	thoughtless
brilliant	doubtful	hateful	naive	safe	thrifty
busy	dutiful	haughty	negligent	sarcastic	timid
calm	eager	helpful	nervous	satisfied	tolerant
candid	easygoing	honest	noisy	saucy	touchy
capable	educational	hopeful	nostalgic	scared	trusting
careful	effervescent	hopeless	obedient	scornful	trustworthy
caustic	efficient	hospitable	obliging	secretive	uncontrolled
cautious	eloquent	humble	obnoxious	secure	uncouth
charismatic	embarrassed	humorous	obsequious	sedate	unfriendly
charming	encouraging	ignorant	observant	self-centered	unruly
cheerful	energetic	ill-bred	obstinate	selfish	unscrupulous
childish	enthusiastic	imaginative	opinionated	self-reliant	unselfish
clever	exacting	immaculate	optimistic	sensitive	upset
clumsy	excited	immature	pandemonium	shrewd	useful
coarse	expert	impartial	peaceful	silly	valiant
cold-hearted	exuberant	impatient	pensive	sincere	versatile
compassionate	facetious	impolite	persevering	skillful	vivacious
complacent	fair	impudent	persistent	slovenly	vulgar
conceited	faithful	impulsive	pessimistic	sly	warm
concerned	fanciful	inactive	petulant	smart	warm-hearted
confident	fearless	independent	picky	sneaky	weak
confused	fidgety	industrious	pleasant	snobbish	whimsical
conscientious	fierce	inimitable	polite	sociable	wise
considerate	finicky	innocent	pompous	steady	witty
cooperative	foolish	insipid	popular	stingy	worried
courageous	formal	insistent	positive	stolid	

# Mining For Your Message

Choose the Trait from your Character Diamond that has the Deepest\* Appeal.

*\*You may substitute Widest for Deepest but remember that the Wider the appeal your trait has, the more competition there will be for customers who share this trait.*



**Trait:** \_\_\_\_\_

Answer the following questions for this particular trait.

What is most **RELEVANT** about this trait to my customers?

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How does this trait **SPEAK TO THE HEART** of my customers?

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How does my business **PROVE** or **SHOW** that we have this trait?

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## Congratulations!

You have found your **Core Message**.

Now, start planning ways to share this with everyone you know!