



Annex No. 4 - Profile template sheet

1. Name & Role

◆ Full Name: _____

◆ Username: _____

◆ Current Role: _____

◆ Industry: _____

2. Brand identity

◆ Slogan: “_____”

◆ Three Brand Adjectives:

1.

2.

3.

◆ Tone of Voice:

☐ Professional

☐ Inspirational

☐ Humorous

☐ Casual

☐ Bold

3. Brand story

◆ What is the origin of the brand? Why did it start?

◆ What makes you unique or different?



4. Target Audience

◆ Who are you speaking to or helping? (e.g. young professionals, small business owners, tech startups)

◆ What value do you offer?

5. Style and Content

◆ Type of Content:

- ☐ Thought leadership
- ☐ Behind-the-scenes
- ☐ Tutorials
- ☐ Motivation
- ☐ Storytelling

◆ Visual Style Notes (colours, imagery, filters):