

FREE BRAND QUIZ

Discover the brand type that
reflects your Kingdom call.



"I help Christian Women
Build Bold Brands."

Trailblazing Architect of Brand
Identity a.k.a Brand Strategist

Tab Haines



KINGDOM- BASED BRANDING

Quiz

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INSTRUCTIONS:
FOR EACH
QUESTION, CHOOSE
AND WRITE DOWN
THE ANSWER THAT
FEELS MOST LIKE
YOU. AT THE END,
TALLY WHICH LETTER
YOU CHOSE MOST
OFTEN AND FIND
YOUR RESULT.



**WHAT DRIVES
YOUR WORK
THE MOST?**

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**A. HELPING OTHERS FEEL
SAFE AND SEEN**

**B. SPREADING JOY AND
RALLYING PEOPLE
TOGETHER**

**C. DREAMING BIG AND
DOING NEW THINGS**

**D. FIGHTING FOR TRUTH
AND JUSTICE**

**E. TEACHING AND
GUIDING OTHERS WITH
WISDOM**



**WHEN PEOPLE
DESCRIBE YOU,
THEY SAY
YOU'RE...**

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**A. WARM AND
NURTURING**

**B. MAGNETIC AND
ENERGIZING**

**C. BOLD AND
INDEPENDENT**

**D. INSIGHTFUL AND
BOLD**

**E. GROUNDED AND
WISE**



IF YOUR BRAND
HAD A COLOR
PALETTE, IT
WOULD BE...

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- A. SOFT NEUTRALS AND SOOTHING TONES**
- B. BRIGHT AND BOLD COLORS**
- C. EARTHY AND DEEP TONES**
- D. RICH, STRONG, AND DRAMATIC HUES**
- E. CLEAN, COOL, AND MODERN SHADES**



YOU FEEL MOST
ALIVE WHEN
YOU'RE...

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**A. CARING FOR
SOMEONE DEEPLY**

**B. SPEAKING OR
STORYTELLING IN A
GROUP**

**C. TAKING ACTION
ON A BIG VISION**

**D. ADVOCATING FOR
TRUTH AND CHANGE**

**E. EXPLAINING DEEP
CONCEPTS CLEARLY**



WHAT KIND OF
TRANSFORMATION
ARE YOU MOST
PASSIONATE
ABOUT CREATING?

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**A. EMOTIONAL
HEALING AND SAFETY**

**B. ENERGY,
BELONGING, AND
BELIEF**

**C. CONFIDENCE AND
BREAKTHROUGH
ACTION**

**D. JUSTICE AND
SYSTEMIC CHANGE**

**E. WISDOM, CLARITY,
AND DEEP TRUTH**



**WHEN YOU WALK
INTO A ROOM,
YOU TYPICALLY...**

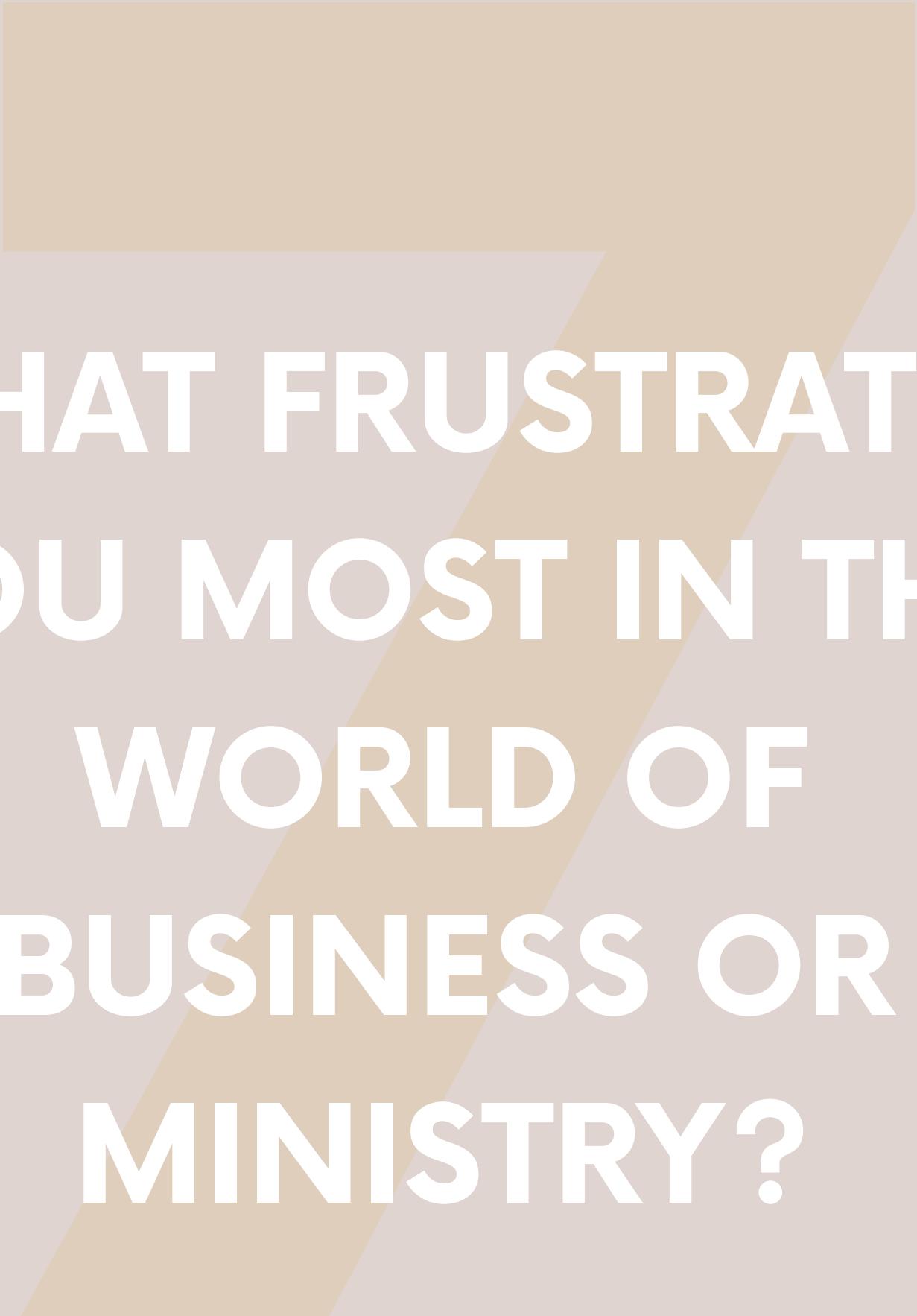
**A. LISTEN, OBSERVE, AND
MAKE PEOPLE FEEL
COMFORTABLE**

**B. LIGHT UP THE SPACE
AND DRAW PEOPLE IN**

**C. INSPIRE PEOPLE TO
THINK BIGGER AND GO
FURTHER**

**D. SPEAK UP FOR WHAT
OTHERS DON'T SEE OR
SAY**

**E. ASK THOUGHTFUL
QUESTIONS AND BRING
CLARITY**



WHAT FRUSTRATES YOU MOST IN THE WORLD OF BUSINESS OR MINISTRY?

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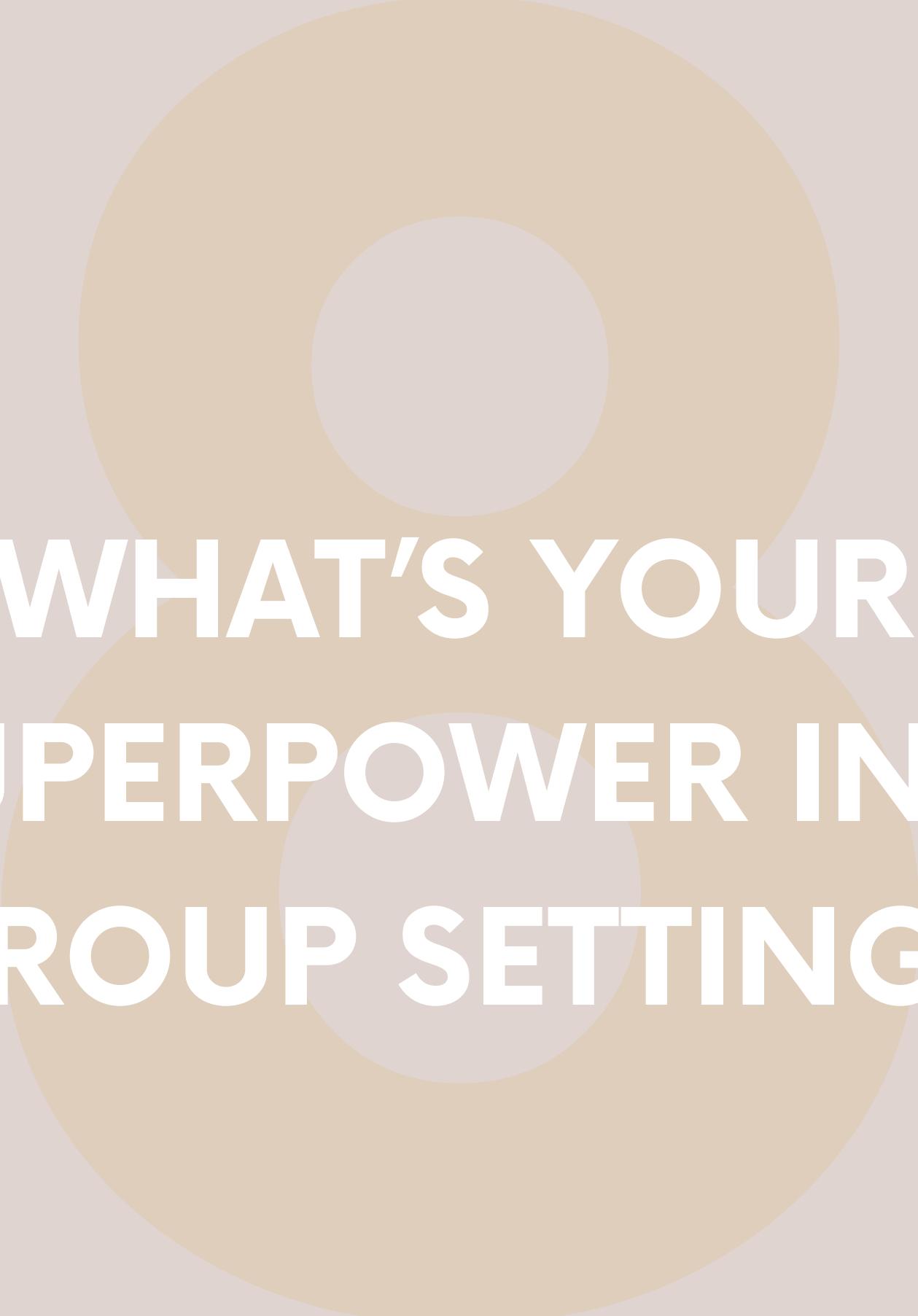
**A. PEOPLE FEELING
UNSEEN OR
UNSUPPORTED**

**B. BORING OR LIFELESS
CULTURE**

**C. PLAYING SMALL OR
PLAYING IT SAFE**

**D. INJUSTICE AND
SUPERFICIAL CHANGE**

**E. MISINFORMATION
AND LACK OF DEPTH**



**WHAT'S YOUR
SUPERPOWER IN A
GROUP SETTING?**

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**A. MAKING PEOPLE FEEL
EMOTIONALLY SAFE**

**B. GETTING PEOPLE EXCITED
AND INVOLVED**

**C. CASTING VISION AND
HELPING OTHERS TAKE
ACTION**

**D. NAMING WHAT'S REALLY
GOING ON AND OFFERING
TRUTH**

**E. TEACHING, ORGANIZING,
OR BREAKING THINGS DOWN
CLEARLY**

**TALLY YOUR
ANSWERS:
COUNT HOW MANY
A'S, B'S, C'S, D'S, AND
E'S YOU CIRCLED.
YOUR HIGHEST
SCORE REVEALS
YOUR BRAND TYPE.
(IF YOU HAVE A TIE, READ BOTH
DESCRIPTIONS AND CHOOSE THE
ONE THAT FEELS MOST ALIGNED.)**



THE ADVOCATE

Kind, Compassionate, and Caring

Shepherdess. Counselor. Heart Healer

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THE FIRE-STARTER

Joyful, Optimistic, and Contagious

Recruiter. Multiplier. Story Teller

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THE TRAILBLAZER

Visionary, Pioneering, and Free Spirited

Leader. Self-Starter. Dream Awakener

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THE REVOLUTIONARY

Encouraging, Foretelling, and Corrective

Justice Seeker. Transformer. Catalyst for Change

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THE STRONGHOLD BREAKER

Wise, Knowledgeable, and Articulate.

Teacher. Learner. Truth-Teller

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A photograph of a woman with short, light-colored hair and round glasses. She is smiling and looking towards the camera. She is wearing a dark-colored jacket over a patterned top. In her hands, she holds a large, textured book or portfolio. The background is a soft-focus outdoor scene with a large, leafless tree.

Grab Your **FREE** Brand Kit [HERE](#)

let's Collaborate!

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