

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.

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**WHAT DRIVES
YOUR WORK
THE MOST?**

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

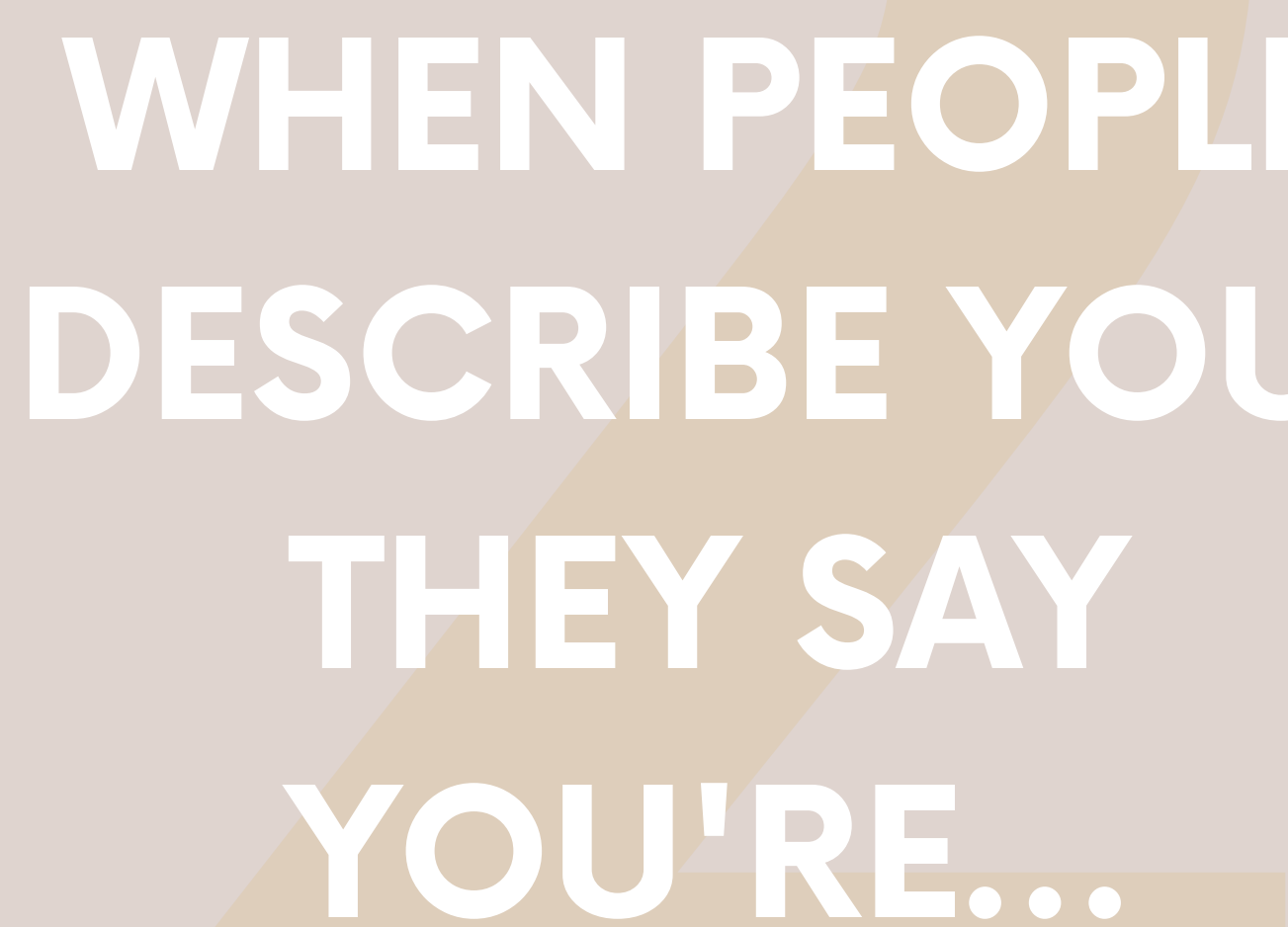
**B. SPREADING JOY AND
RALLYING PEOPLE
TOGETHER**

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

**D. FIGHTING FOR TRUTH
AND JUSTICE**

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

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

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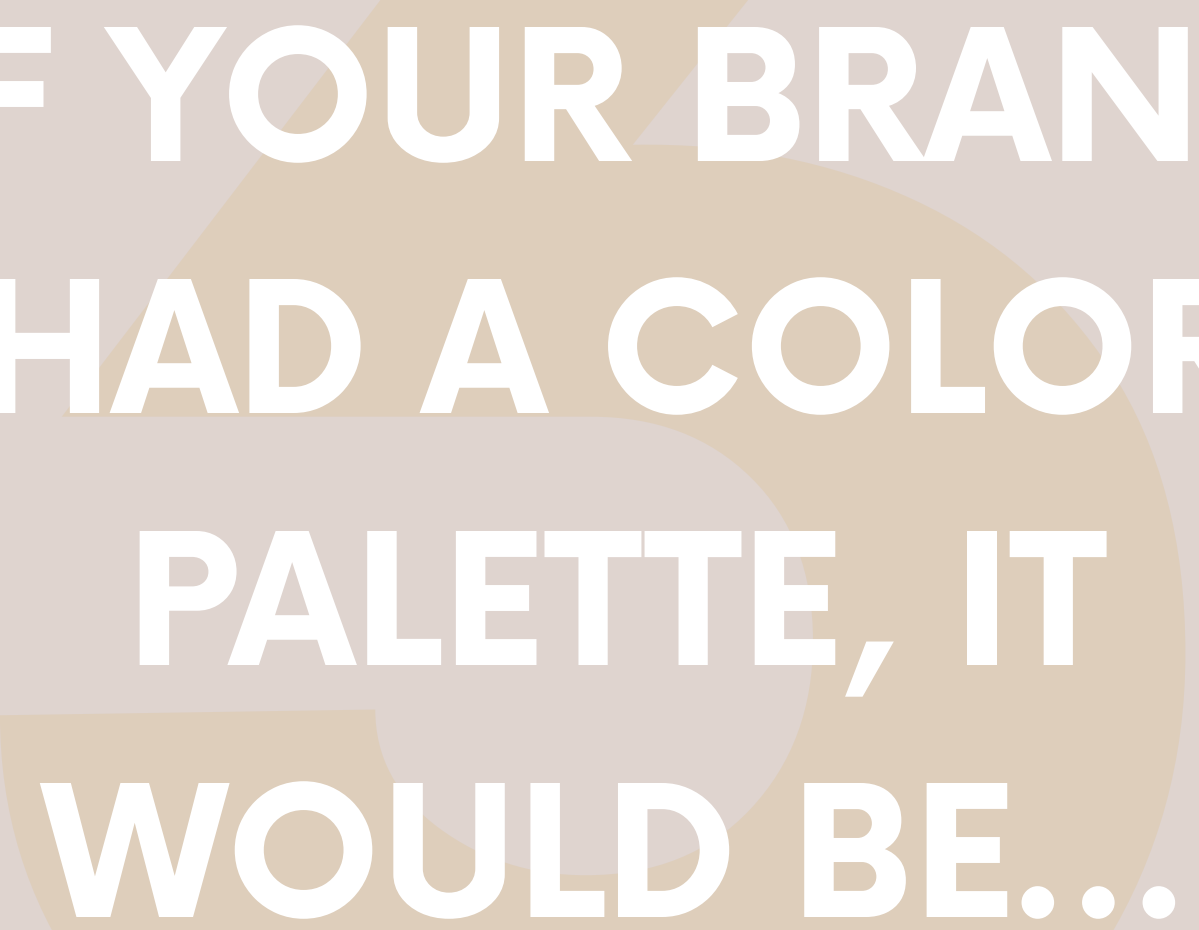
**A. WARM AND
NURTURING**

**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**

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**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**

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**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**

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

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

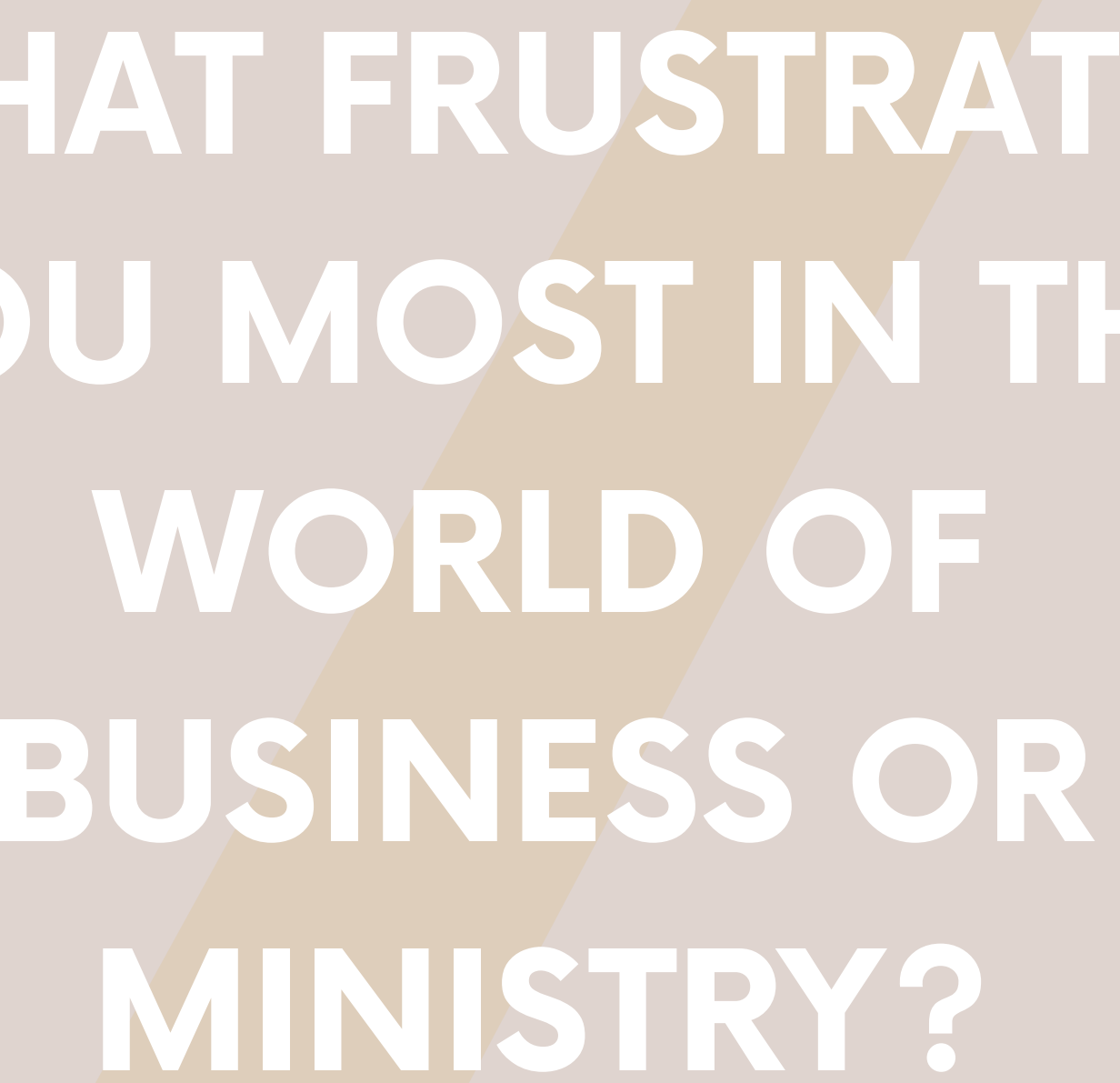
**B. LIGHT UP THE SPACE
AND DRAW PEOPLE IN**

**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**

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**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**

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**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.)

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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

tabhaines.com



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

Let's Collaborate!

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