

Find Your Three Power Words

A FREE RESOURCE



You want to use the best words to communicate your brand to your audience. But sometimes you hit a wall. You know what you want to say in your marketing but struggle to find the right words to say it. I get it. When I get stuck, I turn to this guide for suggestions for the best words to use.

INSTRUCTIONS: Browse the categories, trust your gut, and highlight the words that feel most true. Narrow it down to three. Those three words become your filter for every piece of content, every design decision, and every client interaction.

Warm and Approachable

Caring

Leads with heart and makes every client feel genuinely looked after.

Welcoming

People feel at ease from the very first interaction.

Nurturing

Walks alongside clients and celebrates every step forward.

Gentle

Handles sensitive topics or vulnerable audiences with real tenderness.

Personable

The human behind the business is the whole point.

Neighborly

Feels like a trusted friend rather than a service provider.

Bold and Confident

Fearless

Says the thing everyone is thinking but nobody will say out loud.

Direct

Skips the fluff and gets straight to what matters.

Unapologetic

Holds a strong point of view and has no interest in shrinking it.

Commanding

Owens the room before saying a word.

Gutsy

Takes creative risks and makes them look easy.

Assertive

Knows its value and is not afraid to name it.

Trustworthy and Grounded

Reliable

Shows up the same way every single time, no surprises.

Steady

Projects calm and competence even when things get complicated.

Honest

Built on transparency where what you see is genuinely what you get.

Credible

Expertise is felt before it is ever stated.

Solid

Feels established and dependable even if the business is brand new.

Principled

Driven by a clear set of values that show up in every decision.

Creative and Expressive

Imaginative

Approaches every problem like an opportunity to do something unexpected.

Vibrant

Full of energy that makes people feel something the moment they arrive.

Artistic

The aesthetic is inseparable from the message.

Playful

Does not take itself too seriously and makes the whole experience fun.

Whimsical

Has a light, surprising quality that delights without being silly.

Distinctive

Instantly recognizable and impossible to mistake for anyone else.

Smart and Strategic

Sharp

Communicates with precision and never wastes a word.

Thoughtful

Every detail has been considered and nothing is accidental.

Insightful

Helps people see something they could not see on their own.

Refined

Sophistication shows up in the details, not just the big gestures.

Intentional

Moves with purpose and makes decisions from a clear place.

Savvy

Understands the industry and the audience at a level that shows.

Energizing and Motivating

Inspiring

Sends people away feeling like they can do the thing they were afraid to do.

Dynamic

Feels alive, current, and always moving forward.

Empowering

Hands people the tools and then gets out of the way.

Uplifting

Consistently leaves people in a better mood than they arrived in.

Motivating

Creates real momentum and makes action feel possible.

Be sure to pick the words that are true, not the ones that sound impressive.

A brand built on words that genuinely reflect who you are will always outperform one built on words you thought you were supposed to choose. When in doubt, ask someone who knows you well to pick three words from this list that remind them of you. Their answer might surprise you.



If you need help, I am here for you.

We can turn your three power words into a brand that speaks to your audience.

LET'S TALK

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