



*A Deconstruction ...*

# What Is Personality?

*From the book, Personality Not Included by Rohit Bhargava*

**Personality is the unique, authentic and talkable soul of your brand that people can get passionate about.**

<b>Element</b>	<b>Description</b>
<b>Unique</b>	Different from anything or anyone else
<b>Authentic</b>	Real, believable and not fake
<b>Talkable</b>	Interesting, simple and viral
<b>Soul</b>	Significant, honest and not superficial
<b>Brand</b>	Product, service, company or your own personal brand
<b>People</b>	Customers, partners, employees and yourself
<b>Passion</b>	Loyal, vocal, and deep belief