

The Meerkat Method

2027 Workshop



Worksheet 1
Pop Your Head Up



"Nobody follows a logo. They follow a personality."

The Goal

Finish with a one-page brand voice card & a clear picture of the one person you're posting for. Time: 60-90 minutes and one cup of rooibos.

Part A The Braai Test (10 min)

Imagine your business turned up at a braai as a person.

Circle or write in:

1. They arrive in:

a suit

jeans & sneakers

something sequinned

2. They bring:

a store-bought salad

homemade pudding

the playlist

3. They spend the evening:

telling stories

giving advice

making everyone laugh

4. The one thing they's never do:

5. Three words guest use to describe them on the drive home:

Part B This, Not That (10 min)

Fill in four pairs. They become your tone guardrails.

we are...

But never...

e.g. Friendly.

Fake-friendly ("Hey hun!!")



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Part C Meet Your Ideal Follower (20 min)

Give them a name. Seriously. "Sandra from Walmer" gets better posts than "women 30-55".

Circle or write in:

1. Name, age, where they live:

2. What they do at 7pm on a Tuesday:

3. What keeps them up at night (that you can help with):

4. Where they scroll most: Facebook / Instagram / TikTok / WhatsApp / LinkedIn

5. What would make them screenshot your post and send it to a friend:

Part D The Mob Check (15 min)

A group of meerkats is called a mob. Spy on yours. List 3 competitors or businesses you admire and note one thing each does well and one thing you'd do differently.

Business	What they nail	What you'd do differently

Part E Your Brand Voice Card (15 min)

Pull it together on one card to stick above your desk:

We sound like:	(Part A's three words)
We're talking to:	(Part C's name)
We help them:	
We never:	(Part B)
Our sign-off / catchphrase:	