

# BRAND QUESTIONNAIRE

THESE QUESTIONS WILL HELP YOU GAIN A BETTER VISUAL PICTURE OF HOW YOU WANT TO PROJECT YOUR BRAND ONLINE TO YOUR COMMUNITY.

## STEP 1: ANSWER THE FOLLOWING QUESTIONS AS THOROUGHLY AS POSSIBLE

- Tell me what you do and why you stand out in less than 5 sentences.
- What types of services do you offer?
- What clarity does your customer need regarding your product or service?
- Who is your dream client/customer match/Ideal buyer?
- What do your customers struggle with?
- How does your business help solve this struggle for them?
- What keeps your customer up at night? What are their big worries/concerns?
- How does your business help ease their worries and concerns?
- How does your business improve their life?
- What does your customer desire? What feelings do they want to have?
- How does your business help contribute to your customer's dreams, things they love and prioritize?
- What is your customer missing out on if they decide not to work with you? What are you helping them avoid?
- List 3-5 words that you want your clients to FEEL about your brand.
- What are your calls to action?
- What is your plan or process after a customer decides to work with you?
- Why did you choose this line of business?

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- List 3-5 words that describe you and what you love to do.
- Where do you see your business in the next 2-3 years?
- What elements of your business do people often ask about?
- What gives you the most engagement when you talk/post about it?
- Do you have a particular marketing element that needs attention? (Instagram, Facebook, Pinterest, website, etc)
- What type of images do you find yourself drawn to and inspired by?
- Do you already have a brand color palette? Mood board or vision board?
- What outfits & colors make you feel your best?
- What locations align with the feeling you want to portray?
- What accessories and props help get your message across? (books, quotes, jewelry, hats, plants, mugs, graphic tees, flowers, etc)