

PURPOSE + PASSION = PROFIT

My clients are struggling with:

This struggle is costing them:

If I had 60 seconds and a microphone, the one thing I would want a room full of prospective clients to know is:

Now imagine the room is filled with happy clients that love and rave about your product.

- **How do they feel right now?**
- **What has changed for them since using your product?**

What do you love to see your clients do, experience, or achieve?

What do you do differently than anyone else in your industry?

What do you want to be known for?

BRAND STRATEGY QUESTIONNAIRE

Your Business:

WHO are you? What is your business about?

WHAT problem do you solve?

WHY should the customer care?

HOW do they win by doing business with you?

List 5 words that describe your company/brand:

_____	_____
_____	_____

BRAND STRATEGY

QUESTIONNAIRE

Your Clients:

Who is your ideal customer? Who will benefit most from your product?

[age group, gender, lifestyle, occupation, goals]

Where do they currently shop? How do they shop?

[mobile, online, in-store, social shopping]

What competitor brands might they currently be using? [List at least 3]

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

List 5 words that describe your ideal customer:

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	

BRAND IDENTITY

QUESTIONNAIRE

Your Brand Identity Goals:

Do you currently have a clear, concrete vision for your brand? Y | N

Describe your vision in as much detail as possible below:

List 3 brands whose visual identity inspires you. Please provide the visual aspects you like best about each brand.

1.

2.

3.

Do you have specific preferences about colors and/or other elements of the visual identity of your brand? If so, please share below:

Using adjectives or short phrases, describe the ideal look & feel of your brand:
