

10 questions to ask yourself before building your brand

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1. WHAT DOES YOUR BUSINESS / PRODUCT DO?

In one sentence, explain your business/product:

2. WHO ARE YOUR IDEAL CUSTOMERS?

Fill in your customer demographics to get a clear picture of your audience:

Age range: _____ Gender/s: _____

Occupations: _____ Location/s: _____

Other demographics: _____

3. WHAT IS YOUR BUSINESS MISSION?

Write down your mission / goal for your business (other than to be profitable):

4. WHAT ARE YOUR BUSINESS VALUES?

Write down your own business values *eg trust, sustainability etc*

5. WHAT PROBLEM DO YOU SOLVE FOR YOUR CUSTOMERS?

How does your business / product fulfill a customers need?

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6. WHO ARE YOUR COMPETITORS?

List 3 direct or indirect competitors and what you like / dislike about their business and brand:

7. WHAT IS YOUR POINT OF DIFFERENCE?

Write what sets you apart from your competitors and why your potential customers should choose you:

8. WHAT IS YOUR UNIQUE BRAND STORY?

People connect to stories and it's great to include this in your visual brand. What's your story?

9. WHAT 5 WORDS BEST DESCRIBE YOUR BUSINESS?

Your brand is emotive, when a customer sees your brand, what do you want them to think/feel?

10. WHAT IS YOUR BRAND PERSONALITY?

If your brand was a person, what would it be? eg *Bold, colourful, loud, feminine, soft, classic, edgy.*
