

FRIENDS DON'T LET FRIENDS
HAVE BORING BRANDS

Brand Questionnaire



1. What is your brand, and what is its purpose?
2. What makes your brand great?
3. What makes your brand different?
4. What parts of your personality are reflected in your brand?
5. What are two things about the way your brand is presented currently that you want to change the most?
6. What adjectives would you use to describe your brand's style / aesthetic?
7. How would you describe your dream client? How would you describe a not-so-dream client?
8. Where would your brand shop?
9. What would your brand look like if it were a room?
10. What makes your brand's heart go pitter patter?

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