

Branding Questionnaire

Understand how to communicate your unique vision
and build a cohesive brand that connects.

These questions are meant to help you discover what your brand is about and who your ideal clients are.

To get the most out of this questionnaire, answer each question with as much detail as possible to avoid any disconnects in your brand later on.

DEFINE YOUR BUSINESS

What is the name of your business? Does it have a meaning or story behind it?

Why are you in business? What's the point of it all?

What was the path you took to get to this point?

Why is your business important? Why should someone care?

What do you do or specialize in?

What is your core mission?

What do you want to be known for?

What are the core values you want to embody as a leader and a brand?

What is the voice/tone you want to speak to your people?

What is the vibe/feeling you want to give to your target audience?

What do you love most about your work? How will that be displayed throughout your brand?

How do you want your clients to feel about brand? What do you want them to say about it?

What sets you apart from your competitors?

How does someone benefit from your services or product?

What is something you want your audience to know about your brand?

DEFINE YOUR IDEAL CLIENTS

What industry do you want to serve in? Who is your target audience?

Who is your ideal client?

How old is your ideal client? How long have they been in business?

How much do they make now? How much do they want to make?

Do they have the budget to invest in similar services to your business?

What problems do they deal with on a day-to-day basis?

At what point do these businesses/persons reach out to you for help?

How do you solve their problems?

What benefits do they receive from your services?

What motivates them to make certain purchasing decisions?

What will help them choose to work with you?

What are objections or concerns they have that's stopping them from working with you?

What social media platforms are they using?

How do they learn more about their industry?

What questions are they searching online to help solve their problem?

Who do they follow to learn more about what they help with?

DEFINE YOUR GOALS

What do you want people to do when they go through your website?

How many followers do you want to have across your social media?

How many times will you need to show up online?

What is your main call to action?

How many clients do you need to enroll each month?

What does your business look like in three years?

How does someone learn about your business?

What happens after someone becomes a client?

DEFINE YOUR OFFER

How can you help solve your ideal client's problems?

What specific product or service would help them solve their problems?

What (in your ideal client's eyes) makes your business special?

What is the value only you can provide?

What would stop someone from hiring you or partnering with you?

Can your ideal client afford your services?

Does your pricing attract the wrong type of clients?

What you offer any discounts or payment plans?

DEFINE YOUR COMPETITORS

Who are your top 5 competitors?

What are their strengths?

What are their weaknesses?

What are their similarities and differences?

Why do you think people buy/support them?

How will you be different from your competitors?

What does your competition sound and look like?

What does your competitor do the best?

DEFINE YOUR BRAND

When people interact with our brand, how do we want them to feel?

If your brand was a person, what personality traits would it have?

What colors do you see for your brand? Does it attract your ideal clients?

What adjectives would you like your ideal clients to use to describe your brand?

What are some things about your brand that people love?

What does your brand sound like?

If your brand was a famous person, who would it be most like and why?

Who does your brand not want to be?

What do you want to avoid as a brand?

What does a successful brand look like to you?

What could you do to enhance your brand experience?

What could you provide to keep people coming back to your brand?

THANKS FOR DOWNLOADING OUR

Branding Questionnaire

If you need help defining your brand,
book a free discovery call!

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