



7 QUESTIONS TO UNCOVER YOUR BRAND!

unique and thoughtfully designed!



YOUR BRAND IS NOT JUST YOUR LOGO...

"A brand is literally what people say about your business when you're not in the room"

Jeff Bezos, Owner of Amazon

Did you know?

...that 87% of people will not interact with your brand any further if it didn't leave a good first impression!



BRAND

For Michelle's Design Room, your brand is determined by several aspects of your business.

It encompasses your company's name, logo, visual aesthetics, messaging, and overall reputation. Your brand is a blend of your values, goals, and what's unique about you. A brand can also represent the emotional and psychological connections that customers have with a company or product, including their values, beliefs, and experiences.

A strong brand can differentiate a company from its competitors, increase customer loyalty, and help the company stand out in the market. Building a strong brand requires careful consideration of messaging, consistency, and authenticity in all aspects of the company's operations, from marketing and advertising to customer service and product development.

We like to think of branding as two parts, think of an ice berg, above the surface - your logo, fonts, colours, effectively your brand identity. And below the surface, your vision, values, mission, voice, personality and goals. To create a meaningful brand identity, above the surface, we first need to understand your brand below the surface. As your designer, we start every custom brand identity and website design at the foundation. We find out all about you and your business, your brand story, who you are and why you exist. So we can create visuals to communicate your brand effectively, create meaningful connections with your clients and establish a strong visual foundation that's purpose-driven that your business can grow on.

Focusing on the visual brand identity, here are 7 questions that we use in our brand strategy meeting to uncovering your brand.



unique and thoughtfully designed!

FEMINO



YOUR BRAND - QUESTION ONE

WHY ARE YOU HERE?

This is the hardest question of all! Why, why are you here, why did you start your business in the first place and what's your sole purpose? This question gives emotion.

Here's an example for Michelle's Design Room;

I started because I'm absolutely passionate about designing beautiful feminine brand identities, that not only look good but have a deep personal meaning that makes them totally unique. I believe every business deserves a logo and brand identity that's unique and personal to them, that's professional and gives them confidence, inspires and empowers them to be ready to take their business out there!

As well as creating a brand identity that's unique, personal and thoughtful, I create a whole experience. Help with strategy - as well as a base for design it also underpins foundations for clients, giving them a foundation to grow upon. This really sets the client up on the correct path, giving them a foundation for their whole business.

I love to work with design conscious people who believe that aesthetics, details and quality matters, and that first impressions are everything!

unique and thoughtfully designed!

Q&A



YOUR BRAND - QUESTION TWO

WHAT DO YOU DO & HOW DO YOU DO IT?

This is effectively your mission statements, it lets people know what you do and how you do it.

Taking the time to create a strong mission statement is important. When writing it, consider question one, why you started your business in the first place and what overall purpose it serves. To get you started, fill in the blanks of the statement below.

_____ (business name) helps _____ (your audience) _____ (what benefit do you provide), _____ (how do you provide this benefit)

*Here's an example for Michelle's Design Room:
Michelle's Design Room helps small business owners create the right first impression by creating high-quality and unique brand identities and website design that's built on strategy.*

unique and thoughtfully designed!

THREE

YOUR BRAND - QUESTION THREE

WHAT DO YOU VALUE?

What do you and your business value, stand for and believe in? These are another foundational part of your brand and often at times can be visually represented in your branding. Some examples of core values might be simplicity, passion, being unique, high quality or sustainability.



unique and thoughtfully designed!

YOUR BRAND - QUESTION FOUR

WHAT ARE YOUR GOALS?

What are you trying to achieve with your business? What are your short and long-term goals? Identifying both are important as they lay the foundation for the ways in which you plan for your business to grow and evolve in the future.

It's important that your goals are SMART, meaning: specific, measurable, achievable, relevant, and time-bound.



YOUR BRAND - QUESTION FIVE

WHAT IS YOUR STYLE & PERSONALITY?

Let's talk about visual aesthetics and inspirations for your brand. How do you want your brand to be perceived? Make a list of 5/6 adjectives that describes your business.

Then, ask yourself, what do you want people to think of when they think of your brand? How would you like someone to describe you to others?

How do you want your audience to feel when your customers experience your business for the first time, either through social media, your website, a blog post? The elements of your brand can work together to capture and communicate specific feelings - romance, joy. When your audience feels emotionally connected to your business, your brand is creating a connection between your business and your audience, helping them to confidently choose you.



unique and thoughtfully designed!

WHO IS YOUR AUDIENCE?

The next step is to define your target audience. Who are you doing this for? You can't speak to the right people if you don't know who you're talking to or where you will find them. The more specific you can get about your audience the better. Think back on your past customers who have been the best fit for your business. What were some common traits they shared? Why were they a good fit for your business?

Think about age, income, location, values, characteristics, hobbies, and style. What problems are they currently facing? What people or brands do they follow? For example, think about the brands Gucci and Primark. Gucci's target audience is middle and high-class consumers around the ages of 20-50. They appeal to those who want to be considered fashionable, luxurious and who have an affluent lifestyle and love to demonstrate their status with luxurious style pieces. Primark on the other hand, targets customers under 35s with low to medium levels of disposable income, and it is particularly popular among teenage girls and students; however, a lot of the brand's growth is coming from the over-45s who are increasingly buying for themselves.

Once you know who your target audience is you can think about where you will find them, what they read or watch - so you know where you can effectively advertise your products or services.





unique and thoughtfully designed!

YOUR COMPETITION - QUESTION SEVEN

WHAT'S YOUR USP?

A unique selling point (USP) is a specific aspect or feature of a product or service that makes you unique, it sets you apart from your competitors. It is a key factor that makes a product or service attractive and compelling to consumers, and can help to differentiate it from other similar products or services.

A USP can be based on a variety of factors, such as quality, features, price, design, customer service, brand reputation, or a combination of these elements. Knowing and sharing about your usp, whether it's your unique client experience, or your one-of-a-kind expertise can be truly valuable.

A strong USP can help a business stand out in a crowded market and attract customers who are looking for something unique and valuable.

Sometimes it can be hard to find your unique selling point (USP) and what makes you unique. A good way to discover this, is to see what others have to say about your business, have a look at your testimonials and see what customers say.

Did you know?

.....it takes just 7 seconds to make that first impression! Your logo and brand identity is the first way you connect with a client, make that first impression the best one!

Thank you for downloading my 7 questions to uncover your brand,
I hope you found this helpful.

If you feel disconnected with your current look and style, and you're
ready to have a brand identity that truly reflects the heart of your
business and give you confidence to elevate, let's get started! Let's create
a unique brand identity that's built on your foundations and make the
best first impression!

Contact us to book your project at:
sayhello@michellesdesignroom.co.uk

Thank you x

