

A hand is shown pouring a dark liquid from a bottle into a glass. The glass contains ice, blackberries, and a sprig of herb. In the background, there is another bottle of the same liquid and more blackberries and herbs on a dark surface.

Get the answers you need.

THE BRAND INTERVIEW



INSTRUCTIONS

First, answer the questions below. Then, send the same set of questions (with the personal pronouns changed, of course) to a partner, a close friend, an industry peer — or all three — and have them send you their answers. When you compare the answers, you'll find interesting commonalities, differences, and hopefully, some clarity in how you move forward in your brand!

1.

How would you describe your ideal client?
(Bonus: where would they shop?)

2.

What adjectives would you use to describe your personal
style / aesthetic/ personality?

3.

What adjectives would you use to describe your brand's
style/aesthetic / personality? (This may be a little different.)

4.

What are two things about the way your brand is presented
currently that you want to change the most?

5.

What's most important to you about the design of your
brand / website? (Can be more than one thing!)



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