



Brand Questionnaire

The key to any successful business is consistent branding. A brand is defined by the extrinsic and intrinsic values you want your business to stand for. The position your brand takes in the marketplace will be the “North Star” for everything related to your business – the target audience, promotional efforts, marketing materials, and your communication strategy. This questionnaire is designed to help you get started with a strong brand. **Please be as detailed and honest as possible as you answer the questions below.**

1. State the lifecycle of your business: pre-launch, launch, growth, maturity, decline
2. What product and/or service does your business offer? (Be very clear about all pillars of your business.)
3. Who is your target audience?
4. What inspired you to start this business?
5. What is this mission of your business?
6. What are the values of your business?
7. How do you want people to feel when they interact with your brand?
8. If you had to pick a song to represent your brand, what would it be?
9. Select 3-5 images that represent your aspirational brand
10. What role do you want your brand to play for the consumer?