**Branding Questionnaire**

**Understanding your business**

* What is your business?
* What is your mission? Why do we exist?
* What are your three most important goals?
* Describe your products or services?
* Who is your target market?
* Prioritize your stakeholders in order of importance.
  + How do you want to be perceived by each audience?
* What do you do better than anyone else?
* How do you market your product and services?
* What are the trends and changes that affect the industry?
* How do you measure success?
* What are the potential barriers to the success of your product or service?
* Place yourself in the future, if your company could do anything or be anything what would it be?
  + Where will you be in 5 years?
  + 10 years?
* If you could communicate a single message about your company what would it be?
* Why are we in business beyond making money?
* How will the world be a better place because of us?
* Where is the path forward after our first success?
* What are the ideas that drive our company?
* What is your competitive advantage?
  + What are we doing that’s different from what everyone else in our industry is doing?
  + What services do your offer or promise that your competitors don’t?
* What problem are we solving?

**Personal Branding**

* Who are you and what do you stand for?
* What is your expertise and credibility? What is your unique benefits and value?
* What do you do best?
* What do and don’t you do?
* What makes you recognizable and memorable?
* Who needs to know?
* How will they find out about you?
* Why should they care?
* What are you passionate about? What drives your economic engine?

**Understanding the customer**

* Who is your customer?
* What is the value to the customer?
* What motivates your customers’ purchase decisions? Why do customers buy from you?
* How do your customers approach your business?
* How do customers purchase your product or service?
* What sets your ideal customers apart?
* What excites our customers?

**Understanding the competition**

* Who is your competition?
* What do their brands stand for?
* What markets/audiences do they serve?
* What advantages (strengths) do they have?
* What disadvantages (weaknesses) do they have?
* What are their modes of selling and cultivating customers/clients?
* What are their key messages?
* How much market share do they hold?
* What do they look and feel like?
* Is there a competitor that you admire most? If so, why?

**Website Planning:**

* Who is likely to visit your site?
* How will people use your site?
* What do you want your site to do for your brand?
* What do you want people to do on your site?
* What information does your site need to convey?
* What information should you be making available to customers?