

Module 15, Lesson 3 Handout:

Branding Questionnaire

By the end of this course, you should be able to answer all of the below questions about your brand. Don't worry if you can't answer all of them now. You can fill in answers as you move through each lesson and learn more in this course, or you can come back to it at the end once you've completed all of your modules. If you've finished the course and are still stuck on a couple questions, then be sure to revisit the lessons where we cover the corresponding material. Knowing your brand inside and out, and being able to convey it to your audience exactly as you intend is crucial to your ultimate business success.

1. What is your business name?

2. What's the state of your business today? Booming, growing, stagnant, etc.?

3. What are your business goals?

4. What will it take to get there?

5. What are your obstacles?

6. What drives your brand and you and/or your team?

7. What is your brand's larger purpose or cause?

8. What meaningful difference are you trying to make in the world?

9. What makes your brand truly different from others?

10. What does your brand do better than anyone else?

11. Where does your brand come up short?

12. What do you think about your current branding? Does it resonate the way you intended?

13. Do you feel your branding is able to move forward your mission as you intended?

14. Who do you compete with for customers or clients?

15. Which competitors do you respect the most? Why?

16. What other organizations or brands do you admire? Why?

17. What other organizations or brands do you dislike? Why?

18. Who are your customers, and what are they like?

19. What do your customers want from you?

20. What do your customers like best about you?

21. What do your customers like least about you?

22. What is the most meaningful role you play in your customers' lives?

23. What would happen if they didn't have you in their lives?

24. How do we want customer behavior to change?

25. What needs or wants do your customers have in common?

26. Who's your perfect, poster child, customer? Think aspirational.

27. What fundamental beliefs do you share with your most loyal customers?

28. How would you describe your brand to someone who didn't know anything about it?

29. What are the most important benefits that your products and/or services provide?

30. Is there anything unique about your structure, process or delivery?

31. What do you think of when you hear your brand's name?

32. What can you say about the personality and tone of your brand?

33. What is your brand's strongest personality trait?

34. What images come to mind when you think of your brand?

35. What kind of humor is your brand?

36. If your brand had a free afternoon, what would it do?

37. What feeling do you want the design of your brand to evoke?