

Brand Creation Questions

A brand isn't what you say you are, it's what others say about you.

1. What is the story of how and why your business was started?



2. What will the brand look like in 5 to 10 years times?



3. As the brand grows, what should remain constant about what you do?



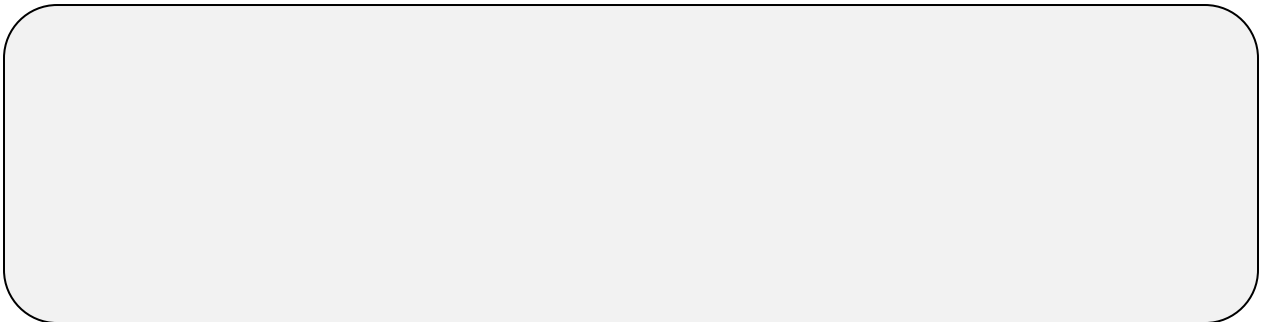
4. What reputation do you want your brand to build, in the way you go about your business?



5. What is your ideal customer and what does their life look like?



6. What problems do you solve for your client?



7. Who is already solving their problems and how do they do it?



8. What do you want your audience to understand about your brand and how you can help them?



9. If your brand was human, how would you speak to them?

