



BRAND QUESTIONNAIRE

1. Five brand traits

Your brand is not just the product you are selling but also the values that you stand for, the traits of your organization's "personality." By doing business with you, people are saying "I stand for these things too."

Make a list of five traits that you see best describing your brand, along with a trait related to each of those that you want to avoid. (For example: FUN but not childish; TRENDY but not alienating; LEADER but not bossy)

1. _____
2. _____
3. _____
4. _____
5. _____

2. Your brand's ideal customers

A buyer "persona" is a way to think generally about who your customers are. It's sort of a "fictional person," whom you imagine will be one of your most loyal customers.

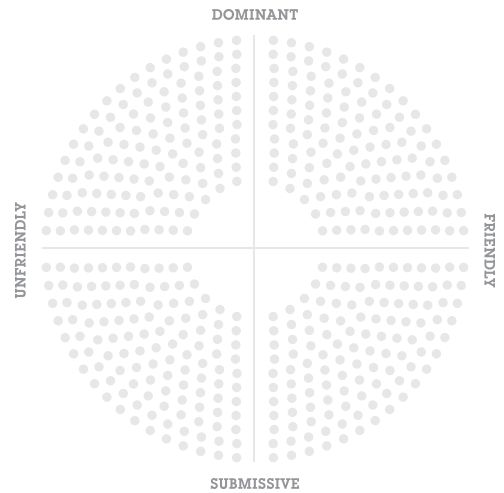
A persona might include, for example: where do they live, what are their habits, their lifestyle patterns, where do they get information, what is their income level, male or female, how old, what kind of work do they do, what do they value most, what do they do in their free time, what's their role in the buying process (decision-maker, influencer, gatekeeper, etc), and finally, what challenges are there to doing business with them?

Write one to three buyer personas (a sentence or two about each is enough for now).

3. Your brand's personality

Let's map your brand's personality. To get a sense of this, imagine a Ferrari dealership. You walk in and might learn there is a 10-month wait for a car. They're very expensive. This is a "dominant brand." It's not afraid to scare some customers away. In fact, part of the brand is actually based on the idea that most consumers will never consider buying one. Then look at Ford, on the other hand. They sell a car to suit most budgets and various needs. Chances are you can get in drive it away today. This is a submissive brand that tries best it can to meet the needs of as many people as possible.

Where on the circle do you see your brand? (There is no right or wrong here, but this can help us together make decisions about what your brand looks like.)



4. Your competitors

Who are three main competitors?

What do you like about each of their brands? What do you dislike?

What sets you apart from those competitors? Why should customers buy from you or engage with you?

5. Brand characteristics

On this scale, from cheapest to most expensive, where is the average price point for your product versus your competitors?

cheapest **most expensive**
1 2 3 4 5

Which are your brand's strongest traits (pick two of the following three)?

price **service** **quality**

6. Tone of voice

Think about how different people talk to you and how it makes you feel and act? Successful businesses understand the need for a consistent tone in their communication. This helps people connect with you on a human level and know what to expect.

For instance, McDonald's staff members use the exact same phrase each time they give an order to a customer. "Enjoy". It's simple but it is something that McDonald's has made sure each staff member knows because they have established a clear Tone of Voice within their brand.

Think about how your brand speaks to your customers. Then write one to three ways you would and would not do each of the following.

Greet people

End a conversation, meeting, phone call, etc.

Introduce your product to someone who is unfamiliar with it (very important!)

7. The foundation of your brand: values

Write a one-sentence answer to each of the following:

What is the purpose of your business' existence? Why did you start this company?

As you see yourself going to work each day, what matters most?

What does your brand ask customers to believe in and become a part of?
