



PERSONAL BRAND QUESTIONNAIRE

Client Name:
Business Name:

Business

1. What is your mission statement?
2. What products or service does your business offer?
3. What problem do you solve for your customers?
4. What are your top values as a business?
5. Is there a unique story behind your business or logo?

Customer

6. Who is your target market/demographic?
7. Describe your ideal customer.
8. What are your customer's values?

Competitors

9. Who are your 3 main competitors?
10. What do you like and dislike about their brand presence?
11. How do you differ from them?

Brand

12. What should people feel when they see or think of your brand?
13. List 5 adjectives that best describe your brand.
14. Which brands do you aspire to aesthetically and why?
15. What visual elements represent your brand and why?
16. Which colours represent with your brand and why?