



questionnaire

BRAND STRATEGY CHECKLIST

Your complete questionnaire guide to
completing your brand or re-brand
process.



Wow! You've taken the first step to taking your business to the next level. You've decided (or at least have considered) branding or re-branding! **Congratulations!**

Branding or Re-Branding is a very effective way to pivot your business into what your target market needs to see and trust. It is a great way to showcase (and in some cases, update) aspects of your brand and connect with new potential clients/customers while setting yourself apart from your competition.

It's all so excited, so rewarding, but at times, so daunting! There are so many challenges that come with rolling out your new brand, and lots of things that you need to consider during the process.

This questionnaire was designed to assist you in the process. While most Brand Strategists and Brand Designers refuse to share their questionnaires with you, I refuse to keep you in the dark. Utilize this questionnaire to ensure that you and your Brand Designer are handling business efficiently and as smooth as possible.

Do you plan on hosting a pre-launch?

A pre-launch is a great way to analyze your data before it's actually "real". Putting some feelers out to see how many people are in need of your services, would book or buy your product, or are ready to invest in what you are about to offer can help you scale the market like no other method! This is a perfect way to market yourself before you're actually on the market.

What story do you want your brand to tell?

What inspired your brand to make it to this part, and what is your "why" for the service you are offering? When people visit your business, website, or page, what do you want them to feel?

Who is your audience?

Most brands are not built to cater everybody. So, who does your brand cater to? Dig deep with this one. Don't just target a gender. Go beyond "Women" or "Men". Is it catering to Women over 50? Young men between 18 and 21 who grew up in urban environments? Be specific about who your brand is out to help!

What is your brand's long-term goal/plan?

This may not seem like it is something you need to know right now, but actually, it's one of the MOST important things for you to consider at this point! Yes, brands outgrow their markets and change with time, but having a well thought out plan now can save you some major headache in the future.

Look at McDonalds (for example). Do you remember when their branding was specifically geared towards children? (Do you remember the clown?) Now, if you visit a McDonalds, you'll be greeted with the aroma of bistro-style cafe drinks, sleek decor and seating, and warm tones that make you feel as if you are sitting in an upscale coffee shop. (They've even included wi-fi to accommodate all of those business meetings that are now hosted there.)

With this in mind, can the brand identity that your Brand Designer is crafting stand the test of time and still support your long-term goal/plan? If not, it would be most effective for you reconsider your branding NOW rather than later when the prices for re-branding have tripled.

Is your branding consistent with your authentic personality?

...and here comes the controversial statement you've been waiting for. **BE AUTHENTIC NO MATTER WHAT!** Yes, we've all been taught since our younger years to "put on our professional voice", "don't embrace certain things when mixed with business", etc. Let's throw MOST of that out of the window!

What's happening is many CEOs are putting on a facade that is not authentic and their target market can smell the fishy scent surrounding their brand.

Trust me when I tell you that your target market falls in love with YOU before they fall in love with what you are offering. 95% of the time, the trust factor stems from their relationship with you - whether it's truly personal or the way they connect with your online personality.

Make sure your Brand Designer is crafting a brand that is professional, but authentic to who YOU are.

Unsure about whether you are ready for branding (or a re-brand), book a free consultation with me to discuss your brand strategy and needs.

To view various branding packages that may be especially useful to you, visit the site:
www.ShieldsDesignsAndPrints.com