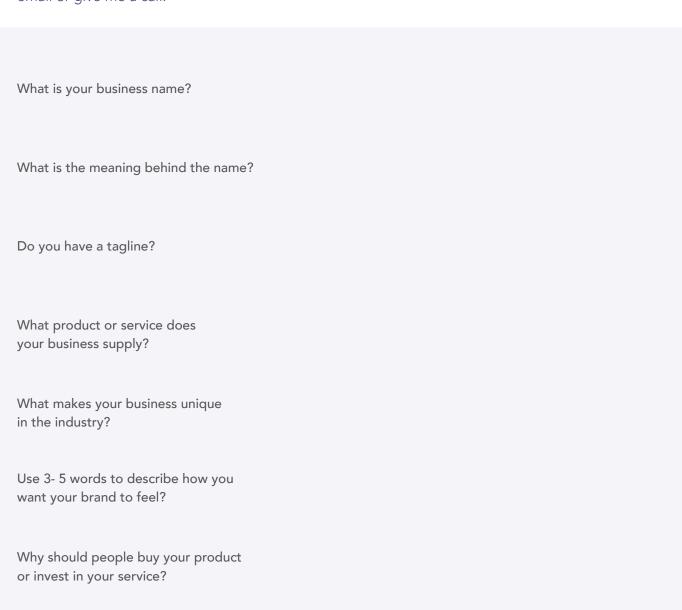


## **DESIGN / BRAND / PRINT**

## welcome...

## ...to your Discovery Questionnaire

I have designed this Discovery Questionnaire to challenge you to think carefully about your business. You'll begin to clarify your goals and define your ideal clients. The more insightful you can be, the more aligned you'll become. The result is a brand that will allow you to connect more authentically with your audience and maximize your efficiency! If you have any questions then please send me an email or give me a call.



If your brand were a person, how would you describe your brand's personality to a friend?

What tone of voice does your brand have?

Where does your brand's image fall between these characteristics?

Masculine Feminine

Neutral Bright

Conservative Extravagant

Fun Serious

Professional Casual

Modern Classic

High End Affordable

Describe your target audience example: age, profession, income, relationship status, where do they live?

Describe their lifestyle. For example, What do they spend their money on, What takes up most of their time. What social media platforms do they use?

What specific problem does your business solve for them?

What key message do you want to convey to your audience?

List any competitors that you know of, either local or nationwide. What do you offer that your competitors do not? List 3 of your favourite brands and why they have your brand loyalty. What feeling or emotion do you have with each of these brands and why? Are there any colours or design specifics that you DO NOT like? Please list as many or as few as you wish. Do you have any colour palette choices that you WOULD prefer to include? 07814 900 986

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